

# CAMPAIGN NEWS



CONCERNED WITH THE HUMAN FACTOR IN WORLD DEVELOPMENT

WEEK ONE

JANUARY 4, 1978

## COMMUNITIES ON THE MOVE

**St. Louis:** Since November 15, the 11 counties in Southern Illinois have been completed: Madison, Clinton, Washington, Monroe, Jefferson, Perry, Randolph, Franklin, Williamson, Johnson and Pope.

**Heidelberg:** Altstadt-Treffen community filled the Protestant Community Center with over 150 people from 10:00 am to 4:00, on November 16, a holiday in Germany. Door-to-door recruitment in one section of the Altstadt brought out groups of residents of the same building. 80% of the participants were elders. The high point of the day was the lunch: 150 inkind meals from the Red Ox Pub.

**Adelaide:** Two fine CMAs capped off the 2-week Bushfire maneuver. In Athelstone the Town Clerk of Campbelltown narrated a 2-hour busride through the community during the interlude. In Unley, one form of follow-up will be CMAs at the ward level. The Athelstone CMA was the second held in the Campbelltown local government area, with two more anticipated.

**Billings:** Montana held 14 TMs in two weeks. Two teams held the TMs in 12 days and set up the remaining four counties for the next week. The TM at Elalala, Montana lasted 3½ hours at 30 degrees below zero with 18 participants, producing real excitement and a decision to establish a regular cross-generational series of events.

**Wichita:** As a direct result of a TM held in 1976, a second event was held in the predominantly black neighborhood. TV coverage was significant: the station did 2 reports, one publicizing the many issues confronting the community, and a second focusing on specific topics such as housing and education. A task force from the TM has met and will coordinate efforts and information on the key issue of health care.

**Hartford:** The final county in New England turned gold with a Town Meeting in Connecticut. The New England Field Division decided to do front-end money raising for TMs and sent Development teams to work in Boston, Providence and the state of Maine, stressing the cruciality of program support.

**SOLID YELLOW:** Maine, New Hampshire, Vermont, Mass., Connecticut, Rhode Island, New Jersey, Delaware, Alberta, Washington, Montana, California, Nevada, Arizona, Colorado, Oklahoma, Saskatchewan, Michigan, Minnesota, and New York.



## OPERATION WALKABOUT

In the past four weeks, fifteen Community Meetings have been held in Aboriginal communities in the Northern Territory of Australia. The meetings have been set up and orchestrated by a team of 8, including four aboriginal people from Oombulgurri, Mowanjum and Golburn Island. Highlights of the 15 meetings have been the New World talks by Sam Umbagai and George Winunguj and the Oombulgurri story by Olive Evans. The Forums have been held in communities ranging in size from 50 to 700 people and in every one the enthusiastic participation of the local people has been instrumental in catalyzing the awakening of the settlement, and in the creation of 15 great documents.

A crucial part of the Walkabout program has been the newly created aboriginal *Operation Walkabout Community Meeting workbook*. The focus was on creating a tool for use with people who sometimes cannot read. The final product holds the five pillars of the GCF model and still is simple and appropriate enough for the aboriginal people to use. Ainslie Roberts, Australia's foremost artist gave permission for his sketches from the *Dreamtime Book* (see sample above) to be used, making the workbook a work of art.

The Walkabout team has been travelling through storms, sun, sand, ants, and braved mosquitos, feast and famine in two four-wheel drive trucks and one station wagon. They have braved the adventure of impossible roads, flat tires, river crossings and a bull in their tent. In their four weeks on the road, they have met with those whom time would leave behind; with drunks, battered women, children with sores who are seeing, for the first time, possibilities for their communities. Awakening is happening - Oombulgurri and the 23 other communities are a sign of hope.

# GLOBAL COMMUNITY FORUM

## ALASKA SCORES TM VICTORIES

The months of October through December marked major TM victories in the State of Alaska. Over 16 TMs were held in Native American communities and in communication hubs between Anchorage and Fairbanks.

**PREPARING THE VICTORY:** Before the October circuiting began, the ICA received a phone call from interested citizens in Metlakatla, an Indian village in Southeast Alaska. The town had decided to hold a TM on October 15. After meeting with the governor, the ICA secured his endorsement in writing. A state-wide steering committee of 26 people was formed, and a brightly colored brochure was mailed to all mayors and key community leaders. Impetus to the TM campaign was given when the Tanana Chiefs Association unlocked the door to Native villages by agreeing to accompany trekkers on visits and giving permission to villagers to do TMs.

**TERRAIN:** Two major fronts were discerned as essential to breaking Alaska TMs open: the network of road communities between Anchorage and Fairbanks and the Native communities along the Yukon River, accessible only by air. Bi-weekly circuits set out in these two directions.

**LOGISTICS:** As winter began to set in early in October with snow, ice and below-zero temperatures, the logistics team realized that cars must be equipped with survival gear. Inkind forces went into full swing and provided two sets of snow tires, a case of motor oil, antifreeze, water hoses, engine block heaters, food items for trekkers, paper and office supplies and free rental cars. Bi-weekly tune-ups kept all wheels rolling. Air travel was irregular; one team was stranded for three days in Metlakatla in a heavy storm. Another team was detained in the community of Holy Cross on the Yukon River as snow blindness forced the single-engine plane to land before weather opened up.

**MAJOR VICTORY:** The one experience shared by all of the TM communities was the large number of people who came and participated in the one-day events. Estimates of 10 to 15 people prior to the meetings became 40 to 60 in actual attendance. For Nulato and Grayling, this was over half of the adult population.

**TM RESIDUE:** The road communities gained new insight into their critical role in the State of Alaska as they reflected on their histories of being transportation centers and saw their future in taking responsibility for this function in a new way. Serving the downstream villages by river and caring for the pipeline and its effects, pro and con, put Alaskan towns and villages at the fulcrum in making new national decisions. Nenana, Delta Junction and Glennallen addressed themselves to this demand. The Indian village of Metlakatla took advantage of weathered-in orchestrators to initiate their Citizens Advisory Committee to begin planning and working.

**FUTURE:** In order to turn Alaska yellow, a quick maneuver has been planned for March for 25 days to complete the last eight counties. A Guardian will accompany a circuiter and spend three days in each town. During that time, a TM will be set up, held and evaluated before moving on to another town.

The time is right for Alaskan villages as they participate in the TM campaign of awakening of local man.



## THIRTY IN ONE WEEK

Town Meeting volunteers working out of Kansas City have Town Meetings set up in small communities in *thirty* Missouri counties for the week of January 9-15. The first step has been a mailing to the mayor and banker (if there is one) of three small towns in each county; the mailing contains a letter inviting the community to hold a demonstration Town Meeting, a model brochure which explains the Town Meeting format and can easily be turned into a local public relations piece and response card.

Ten days after the mailing is sent, phoning begins, usually on a Saturday morning -- most people are home on a Saturday morning, phone rates are low, and volunteers are more available. The mayor or banker is contacted and reminded of the mailing and asked which evening of the targeted week would be a good night for the Town Meetings. The local contact person and the telephoning ICA volunteer agree on a date and a facility which will hold 30-40 people. Then the ICA volunteer asks for the names of city council members and tells the local contact person to expect another mailing.

The second mailing consists of fifty brochure/invitations with the name of the town, its sponsoring city council, the date and place for the Town Meeting. Twelve posters are also enclosed and a letter urging the contact person to call if he has any questions. Brochures/invitations are sent to the Governor, Lt. Governor, U.S. Senators, and other county towns.

One more phone check is made about a week before the scheduled date. On that date, the orchestrating team arrives about 3 pm to complete the set-up details and lead the town residents in their fine Town Meeting. Decor and a typewriter with carboned paper are carried by the team, though the production of documents has been done, in several Town Meetings already held using this model, by local businessmen. In Goodman in McDonald County, Missouri, the town banker turned out 52 residents with 50 invitations, had tellers act as hosts, served refreshments and then ran across the street to the bank at 9:30 to xerox copies of the meeting's results.

Financial backing for Missouri Town Meetings is coming mostly from small corporations with calls being made in a particular county the morning before its demonstration Town Meeting. With most contact handled by mail and phone, the cost per meeting has been significantly reduced. Printing equipment and supplies required have been donated by Addressograph-Multigraph and week-ends provide a good opportunity to involve volunteers and job-holders in crucial set-up work. The standard three-hour Town Meeting format is used with enthusiastic responses from all participants. From the looks of it, Missouri will be another "Gold Medal" state before the end of January.

## development

### THE GREAT 343 MANEUVER

December was a month of victory for Development Centrum. In the last week of November, the task of closing the year loomed ominously as it was determined that \$343,000 was needed to meet the year's obligations. The decision to win became the decision of colleagues across the continent as five Primary Maneuvers and six Extraordinary Maneuvers were created which involved Houses, Guardians and metro colleagues in the campaign. Intensive efforts and the participation of all was reflected in gifts which ranged in size to \$80,000. Houses committed themselves to raising at least \$1,000 each and several raised considerably more. Villages in Maharashtra were adopted by Houses, churches, families and metros. New Year's Eve parties produced checks from relatives and friends. TM and GSD gifts from corporations and patrons also comprised some of the victories.

Global Development Centrum: Chicago served as the command post for the continent where teams in the field reported regularly and maintained constant communication. Magnificent wall charts, the blackboard and countless notebooks systematically tracked all incoming donations, keeping the scattered teams informed as to their status and maintaining the momentum. Many team members continued work during the Christmas holiday, making possible a final deposited amount of \$344,442. This put the thermometer over the top, making 1977 a record year and opening up new possibilities for 1978.

## research

### QUARTER III ECCLESIOLA DESIGN

Community Forum, Social Demonstration, Servant Force, awakening, engagement, formulation. In all three campaigns, the object is to enable men to live profoundly human lives, to perceive the transparency of life and to live in self-conscious relationship to the deeps. The practical issues of how to catalyze transparency confront all constantly: as the meeting of the world's great religions happens, not theoretically, but in daily encounters; as the dialogue of despair and creativity, of measurable change and human significance underlie every conversation. Research Centrum has prepared an ecclesiola design for Quarter III that will give focus to the broodings in this arena and enable all to confront provoking suggestions from eight who have given their lives here: from Gandhi and Tagore to Tillich and Paulo Freire. As one sage has said, "To keep up a constant pressure on the surface of the real is the supreme gesture of faith in being, and, therefore, the highest form of adoration."

## operations

### HIGHLIGHTS OF MARSHALLS ASSEMBLY

Representatives of the three TMs held in Derrit, Uliga and Delap municipality of the Majuro Atoll of the Marshall Islands held a TM Assembly in November. Representatives worked together to name the steps to initiate their plan for community care. Their proposals dealt with the following:

Citizens Economic Group that will deal with upgrading businesses, good supply, money availability, and jobs to start local industries, establish credit unions, encourage local gardens and locate new sources for economic growth.

Local Education Committee that will work with the Department of Education on quality of education and facilities.

Training emphasis that will work on nutritional training, teaching sanitation practices, family planning, community leadership and community problem-solving skills.

Community Life Commission that will deal with issues of neighborhood cooperation and village space.

All workshops were led by the community residents. It was their own thinking and ideas that formed these plans. The TM Assembly was a symbol of local people working together to care for their community's needs.

## management

### THE THREE BASIC DYNAMICS

A major concern for each Centrum this year is to delineate the foundational dynamics that are always present as that Centrum functions. This has been especially important in order to expand and re-define the role of Management Centrum during *The Year of Management*. A good deal of corporate effort in Chicago Nexus has spelled out three basic dynamics: Property Relations, Media Production and Fiscal Services.

In the Property Relations post, the concern is with the capital holdings of the Institute, care and maintenance of buildings and equipment, basic food and hosting services and the complex legal questions of operating and maintaining a global Movement. The Media Production post has become an exciting dynamic, pushing itself beyond just a publishing house to a media center. A new audio-visual laboratory, and a copy design, production operations and distribution schemes for all types of media has broken loose. The Fiscal Services post has had a heavy emphasis during the past quarter. With the push on building global financial systems, the dynamics of bookkeeping, accounting, purchasing and support services such as health insurance, personnel tracking and inkind have come alive.

The exciting part of this year has been taking the multiplicity of tasks and weaving Management Centrum unity. Further refinement is coming in the next quarter as the Centrum deepens its experiment with the three dynamics in practical and symbolic ways.

## ACCELERATION EVENTS ENLIST GUARDIANS' PROWESS

Two Economic Acceleration Events took place in Human Development Projects during the month of December --- Sungai Lui in Malaysia and Kelapa Dua in Indonesia. Each event was approximately ten days in length and consisted of a team of four (two full-time ICA staff persons and two Guardian volunteers) who worked hard with village leaders and auxiliary to identify, plan and initiate new community business ventures. Each event was concluded with a celebration/work day involving the whole village and signaling an economically self-sufficient future for the village.

The Economic Acceleration Event at the Sungai Lui HDP saw six new industries and businesses launched:

Rattan processing began with an already established market.

Uniform-sewing started with an order for smocks from a Guardian at the Harris Semiconductor plant.

Another Guardian at Sewe Darby will purchase bamboo poles being made in the village.

Fingertips and wristbands are being sewed on knit gloves for a glove company contacted through Singer Company.

A chili cash crop was planted by village youth.

Volume buying for local stores was initiated with quotations requested from four wholesalers.

The village work day on December 3 was the highlight of the event in Sungai Lui. The doors were put on the bamboo factory (to keep the goats out). Thirty women cleaned up the sewing building and were trained to sew the uniforms and knit gloves. The village youth planted the chili plot and built flats for the seedlings. Abrahamsam, the Economic Guild leader and representative of the project at the World's Fair, led a group of youth and elders in painting the new Community Market shed that had been built the week before. There was enthusiastic participation from every stake in the community and the celebration at the Pesor (market) at the end of the day was the first of its kind in the village.

The Economic Acceleration Event at Kelapa Dua Human Development Project was marked by the beginning of five new industries:

Rabbit-raising began with a standing order for 200 animals per week from a Djakarta store.

Egg production was launched with the ordering of chickens, the planting of a second crop for their feed and plans for a chicken house being built.

A fine community store site was obtained on loan from the owner by Jaro lang, a villager; a sign went up and inventory research began.

A clothes-making business began with four sewing machines and several willing trainees under the supervision of a former tailor who turned out the first shirt during the community celebration.

Agriculture intensification involved 5 farmers in increasing rice production 3-5 times previous yields (last year production was increased by three times on the worst land in the village) and demonstration plots were plowed in preparation for the planting of mung beans and other vegetables as cash crops.

In Kelapa Dua the Acceleration event culminated in a Parade of Industry throughout the village led by gong, cymbals, drum and pre-schoolers singing a customized version of "Old McDonald's Farm". Along the parade route villagers participated in the installation of the first new rabbit hutch with two healthy inhabitants, groundbreaking ceremonies for a chicken house and the erecting of signs on the sites of the new community store, the demonstration farm plots and the sewing industry.

Both acceleration events increased Guardian involvement in the HDP, added impetus to auxiliary-initiated programs, launched new economic avenues and enabled the book-keeping systems to be created that would back up the industries. The villagers journeyed miles in terms of seeing future business and agricultural possibilities. Grassroots endorsement of the project was marked by increased attendance at stake meetings to expand community awareness. Economic acceleration events in Kelapa Dua and Sungai Lui catalyzed not only the economic, but the political and social as well.

## UPCOMING ECONOMIC ACCELERATION EVENTS

Nam Wai, Hong Kong: January 2-15

El Bayad, Egypt: January 2-29

Oyubari, Japan: January 19-29

Ijede, Nigeria: February 2-22

Ivy City, USA: January 12-22

Majuro, Marshall Islands: February 6-26

## SOCIAL ACCELERATION EVENTS

Ijede, Nigeria: January 8-22

Isle of Dogs, Great Britain: January 10-24

Lorne, New Brunswick: January 8-22

Kreuzberg Ost, Germany: January 24 - Feb. 6

Vogar, Canada: January 24 - Feb. 6

For further information regarding Guardian participation in these events, notify the Global Social Demonstration Post at Chicago Nexus, telephone 312-769-5634. Participation from a broad spectrum of experts is needed to make these events a success and room is still available for anyone who could volunteer his time and talents.

# INTRA GLOBAL MOVEMENT

## HDP SIGNS OF HOPE

**MAJURO HDP:** The Majuro Human Development Project has put "Operation Christmas Package" into action. They have built 100 wooden plaques saying, for instance, "Department of Transportation — Serving The Marshalls, The Diamond of The Pacific," and showing the Diamond-of-the-Pacific grid. These were given to all the government departments, 25 businesses and 25 cultural organizations and leaders to enable the Marshallese to symbolize their future possibilities and present greatness.

**INYAN WAKAGAPI HDP:** Four CETA positions were awarded to Inyan Wakagapi HDP; they will bring \$27,000 a year into the community as wages for 3 day care teachers and one shopping center employee, enabling the shopping center to stay open 7 days a week.

**IJEDE HDP:** A water tower and 20,000 gallon tank have been donated to Ijede HDP. Both will be erected on Oke Oyibo Road, a first step toward clean pipe-borne water for the village.

**KREUZBERG OST HDP:** The Ecumenical Council of Berlin held its bi-annual meeting in Kreuzberg Ost with 24 bishops of the historical church spending a day together in the ICA facility there. They heard a report on the work of the Institute with special emphasis on Global Social Demonstration, saw a slide show about Kawangware and had a fine luncheon at Cafe Zur Laterne. Many new colleagues were discovered and old ones excited all over again about the new life evident in Kreuzberg Ost.

**IVY CITY HDP:** The Hecht Company, a large department store chain in the Washington D.C. area with its main warehouses along the border of Ivy City HDP has agreed to hire 40 Ivy City residents by the end of 1977 as its way of participating in the decision of that community to improve its social and economic life.

**HUMAN DEVELOPMENT TRAINING SCHOOL, MALIWADA HDP:** The Fifth Human Development Training School in India began on October 16 with 60 students and increased to 130 by the fourth week of the 8-week school. The faculty was comprised of 12 Indians, 10 Westerners, and 6 Africans (from Kwangware and Ijede). Participants evaluated the work in village health, agriculture and living environment as high points of the curriculum and over 100 students accepted assignments to villages as auxiliary members at the conclusion of the school.

**HUMAN DEVELOPMENT TRAINING SCHOOL, KWANGYUNG IL HDP:** Kwangyung Il is preparing for the first Human Development Training School to be held outside of India. It will be a six-week school with 60 participants coming from as far away as Davao and Taiwan. The largest number of participants will be from Jeju Island and the eight provinces of the mainland as Korea anticipates launching its second Human Development Project.

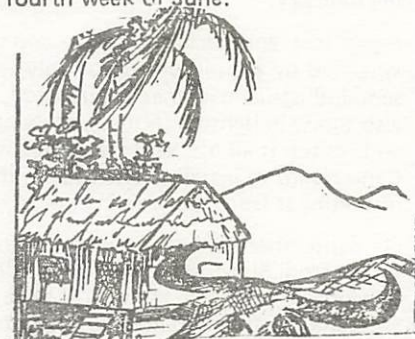
**LORNE DE L'ACADIE HDP:** Since most men in Acadia leave school early to go to work, literacy is particularly low among the male leadership in the Lorne de L'Acadie HDP. Despite the difficulty of admitting that they need such training, nine men (and one woman) from Lorne are attending literacy classes five days a week, two hours each day.

## ACCEPTING AUXILIARY APPLICATIONS

For centuries the peoples of Latin America have struggled with empowering the economic and social fabric of the nations of that continent. They have experienced the demand for effective engagement of the total population in moving into the challenge of this century. The flight to urban centers has pressured care systems to the breaking point and has pointed to the need for effective rural development.

Since January 1977, the Cano Negro Human Development Project has been demonstrating a method of comprehensive village development in the rural outskirts of Caracas. In the past year, all programs have been launched and developed by village leadership. Most recently, a community center has been completed, tractors have arrived and have been put to use, a commercial garden has been planted, parasit treatment has proven to be 80% effective in the first month of operation, and preparations are being made to host the Human Development Project Training School for Latin America.

January 1978 marks the launch of four additional Human Development Projects on the continent, to be located in Jamaica, Brazil, Chile and Guatemala. Teams will arrive in the capitals of each of these nations in mid-January to lay the groundwork for the Project. The Human Development Training School, which was developed for the village replication project in the State of Maharashtra, India, is set for April 9—June 4, and will be conducted in Cano Negro. The consults which will launch the four projects will be conducted the second and fourth week of June.



## LANGUB HDP CONSULT SCHEDULED

Langub is a depressed agricultural community located on a high mountain ridge overlooking Davao Gulf in the Philippines. Though one of the closest farming villages to Davao City, it is virtually cut off from the benefits of the booming city. A single heavy rain makes the road impassable and the 800 settlers must hike down steep muddy trails for most services. Subsistence farming is the mainstay; water supply is a severe problem and the community is spread out with little focus on the development of economic and social life. The climate is mountain tropical, the soil is rich but barely cultivated. The people are Visayan homesteaders who see the need to build a thriving community in order to deal with the challenges of the future.

The Human Development Project Consult will be held in Langub January 8—14, 1977 to accelerate the ongoing development of the village by creating a comprehensive socio-economic development plan.

# GLOBAL SOCIAL DEMONSTRATION

## SINGER SPURS VILLAGE ECONOMY

**Cano Negro, Venezuela.** Several residents of the Venezuelan village of Cano Negro have both new hope for the future and more expendable income in their pockets, many thanks to the Singer Sewing Company. It all started last February when representatives from the Cano Negro HDP approached Singer's Venezuelan General Manager, Vernon A. Rosario, with a request for assistance with beginning a small sewing industry in the village.

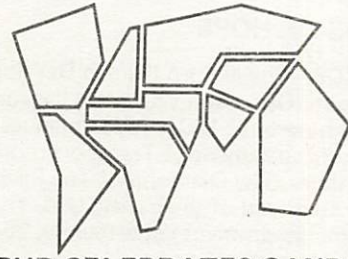
Though fully aware of the problems inherent in such an undertaking for this community of 250 persons 80 miles removed from the market and service center of Caracas, Rosario saw in the women's interest and commitment a possibility for success and donated a semi-industrial sewing machine to Cano Negro.

Using the new Singer machine plus two donated portables, six women began their sewing industry by making sheets. With the machines distributed in various community homes for lack of a facility, curious children stomping over the white fabric with dirty feet and fingering it with mango-covered hands, machines breaking with no mechanic on site, the determined women continued on in what appeared to be a doomed endeavor. However, when a local resident donated a building previously used for storing the large cacao crops of the area to the group, the women grasped the opportunity as a chance to stabilize the tottering industry.

Again they approached Singer — and were overwhelmed by the response. Not only were two more semi-industrial machines contributed, but Rosario also threw in lighting fixtures, shelving, chairs, and, to top it all off, sent two Singer workers to Cano Negro to install a false roof in the building, insulating it from the teeming jungle heat.

On September 23, a gala opening with representation from Singer was held for the Cano Negro Sewing Center. Since then, with the addition of six more machines granted by a governmental agency for local development, the Center boasts 10 women working on a daily basis and providing a line of several linen items to established markets in Caracas. Singer is not the only private business to be commended for its support to Cano Negro. In addition, the Project has received, among several donations, a tractor from Intersan, S.A., a commercial refrigerator from Mercantil Federal, S.A. and construction materials from Plastigen. The Leo Burnett agency of Venezuela has donated art services for a brochure on the Project, and Sears, as well as providing solid financial assistance, has helped in the public relations area by translating articles on Cano Negro, reproducing photos, publishing articles on the Project in their internal Venezuelan magazine and familiarizing the national press with Cano Negro.

With such dramatic resource assistance as this, coupled with their own effort and determination, Cano Negro residents are demonstrating in this Latin American pilot project that grassroots persons can transform their way of life.



## NADLAPUR CELEBRATES GANDHI JAYANTI

On October 2, 1977, the village of Nadlapur celebrated Gandhi Jayanti. The activities of the day began with the decoration of the chowk (plaza) and the assembly of the entire village. After singing the national anthem, a procession of villagers, led by the students of the Nadlapur Early Learning Centre, moved through the village. Several speakers from the village addressed the crowd and spelled out the significance of Gandhi's life and work. Special emphasis was placed on the role Gandhi played in the awakening of the masses and the need for local man to carry on his dream and vision.

The transition into the second phase of the program was marked by the children moving to the Early Learning Centre where sweets were distributed by the village elders. The entire afternoon was filled with competitions and activities for every member of the community. The children were engaged in sports and games, and even the untimely showers in the afternoon did not dampen the spirits of the children.

Over 50 women and girls took part in a cultural program and rangoli (design) competition. Women of all walks of life participated and demonstrated their skill in an art that has been handed down from mother to daughter through the generation. There was a sense of awe in the group as people realized that so much talent and skill was possessed by the women. In the evening the youth were engaged in singing bajans and filled the whole village with their music. The installation of the new public address system has sparked new interest among the villagers in performing and this facility is serving as a very creative outlet for the singing talent of the village.

The significance of the Gandhi Jayanti celebration in Nadlapur is dramatically illustrated in four ways. First, the celebration was conceived, planned and actualized entirely by the village. This marks a milestone in the development of the village leadership. Second, inter-caste barriers were crossed as men, women and children of all communities participated in the programs of the day. This points to a new sense that Nadlapur is a unified community. Third, the overwhelming participation of the women points to a new openness in the village and an awakening of the significant role women play in caring for the village. Fourth, the fact that the village decided to celebrate Gandhi Jayanti illustrates a new consciousness of the nation and the world. Nadlapur has a place in the nation and has decided to celebrate the events that have shaped India. The occasion of Gandhi Jayanti in Nadlapur marked the celebration of the past and the dedication for the future to work for the rise of local man in Nadlapur and every village in rural India.

# CAMPAIGN NEWS



CONCERNED WITH THE HUMAN FACTOR IN WORLD DEVELOPMENT

WEEK 4

JANUARY 25, 1978

## MISSOURI WALTZ

The Kansas City Town Meeting volunteers are waltzing through the state within the glow of the winner's circle that is rapidly moving toward a solid yellow.

The week of Jan 16-22 will mark 44 counties turned yellow. A good number of these TMs will be held on Sunday. The Missouri Waltz Campaign owes its golden glow to the much discussed new technique used by the Kansas City troops for set-up — that is, doing the initial contact work by mail.

Taking advantage of the approval of the Jaycees, an impressive letter of introduction by the head of the Missouri Jaycees has sparked a 25% response to a state-wide mailing to three towns in each county. The follow-up phone calls to the contact person usually get a "yes" — no questions asked. Local people called feel they already know the ICA volunteers from the mail and phone contact. Workers in the campaign report that a key part of the packet that is subsequently mailed out (invitations, posters, press release, etc.) are the helpful hints offered on the bottom of the confirming letter:

- \* Use posters
- \* Obtain newspaper and radio coverage
- \* Pass the word via the local grapevine
- \* Provide coffee and snack at the break half-way through
- \* Arrange for hosts and/or hostesses

When the packet is sent to the contact person, invitations are also sent to the County Commissioners and the mayors of other towns in the county with a memo from the head of the Missouri Jaycees encouraging TM. Many of these officials do accept the invitation to participate.

The total participation ranges from 10 to 60 per meeting, with an average of 20 to 30 — and this is in towns of 300 population and less. This percentage of response is the same response achieved as when set-up was done through personal circuiting by car.

A favorite Town Meeting in the Waltz Campaign took place in Peculiar, Missouri. (The town got its name by asking the Postmaster General for a name that was peculiar.) Thirty-five Peculiar citizens crowded into a small space and found themselves enthusiastically



writing a fine document with a councilman proposing action on an issue he had been opposing for two years.

Twenty to thirty Guardians have trained the orchestrating teams with last week's Town Meeting participants, including several judges, to help out in other towns. The 'climate' is right and the Missouri Waltz is limited only by the number of phones and people to orchestrate. Ten to twelve additional TMs are already set up for the next several weeks. With only 20 counties to mop up, the Golden Circle glows brighter each day.

## GCF UPDATE . . . . .

**BRUSSELS:** First Belgian TM held Jan. 12 in Kerniel with 10% of community present. Head of "Year of Village" program in Flanders says he will do all he can to replicate across Flanders. Government representatives attend and promise funding for all TMs in Flanders.

**PHOENIX:** New Mexico set-up is begun with TM blitz, opening channels for appointments with the governor and Catholic bishop of Santa Fe.

**SALT LAKE CITY:** Lake City, Colorado, TM has 10% of inhabitants consenting that this was town's greatest event of recent years.

**TORONTO:** Area team successfully yellows five districts in two-week northern Ontario GCF maneuver.

**CHICAGO NEXUS:** Rationale calls for rotation of eight circuiters from three centrums per week; have been averaging eleven per week out on circuits.

**HOUSTON:** The Lone Star Stampede is ready to plunge ahead engaging troops from five houses. Weeks 3-6 will focus on two fronts, West and South Texas. Weeks 8-11 will focus on Central and North. A statewide assembly in Austin is scheduled for April 1st.

**PARIS:** Brittany circuit sets three Town Meeting dates and uncovers possibilities of department funding.

# GLOBAL COMMUNITY FORUM



PRIVILEGED TO BE A WOMAN

During November and the first week of December, Global Women's Forums were held in three rural and seven urban communities of India. In a wide variety of settings — ranging from a dimly lighted Hindu temple to an elegantly remodeled palace, the Ritz Hotel of Hyderabad — a total of 350 women gathered to share experiences, issues and contradictions of the globe and to determine creative solutions and critical women's roles for today and the future.

In several places the Global Women's Forum was the occasion for the first women's meeting in a village. It was a novel experience for rural women of India to pause from work in the fields to think about broader issues. Dark eyes would light up over workshop questions and, after a quiet pause, one would begin to hear responses which dealt with the basics of life: "I'm growing weaker and cannot work all day in the fields. We need a doctor who can come to our village two times a month." . . . "More food for my children". Nods would occur and then, ". . . a road to the next village where there is a market for selling my vegetables" . . . "clean water so I can get my sari clean". . . "a job; two more rupees (\$ .17) a day would make a difference for my family." The forum was a day of re-deciding priorities and for deciding it was time to move on this or that issue together.

In the urban forums, the event served as a common meeting ground for affirming effective and significant engagement as well as a way to challenge women individually and as groups to continue to maximize the capabilities of women in developing their families, communities and the world. There was a mood of sobriety in dealing with the issue of how women use their lives in making a long-range difference in the disparity between the 'haves' and the 'have-nots' of the world. Smt. Leela Moolgankar, Chairwoman of the Central Welfare Board, opened the Bombay Forum by reviewing efforts to upgrade living standards of women in India. She challenged the group to create new solutions and programs for the continued advancement of one of India's greatest resources — its women.

One comment during an evaluation was, "As hard and painful as it is to be a woman today, I have realized again that I am privileged to be a woman."

THE TARHEEL COTILLION

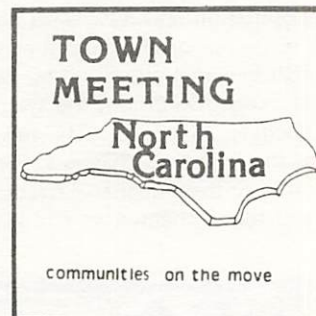
The "Tarheel State" has inspired the Charlotte House to title its latest TM maneuver in keeping with the image of the "dig-in-your-heels stick-to-it-iveness" that North Carolinians proudly identify with. This new maneuver began January 16th, with six TMs already scheduled.

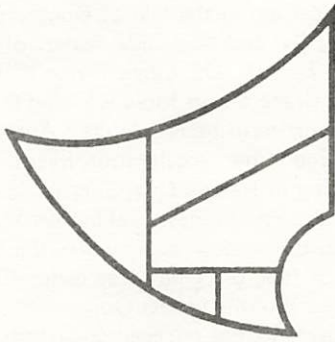
Three full-time teams are covering the North Coastal, South Coastal, and Central Piedmont areas, with twenty counties in each. Three Area New York ICA colleagues added to this Area Houston maneuver have been a greatly appreciated gift, and the circuiters are already standing in the midst of several victories:

- \* Fifty percent of the funds needed to complete the state have already been raised from eight major Raleigh corporations
- \* Two rent-a-cars have been donated for circuiting usage.
- \* Meal tickets for circuiters have been inkinded from two major fast-food chains (Hardee's and Weiner King
- \* University of North Carolina Agricultural Extension students have supplied many contacts for setting up TMs.
- \* Strong political endorsement has been received from the Governor, state senators, representatives, and State Department officials.

A new precedent may have been set in Boone, N.C., where eight people gathered behind the magazine rack of a drugstore for a TM during a snow blizzard. The participants are now enthusiastically planning a follow-up meeting for 150 to 200 people.

North Carolina is anticipating a *solid yellow* state by the end of March, and is already planning a first among TM assemblies — a *State-wide-assembly-by-TV*. Town Meeting grads are planning to set up five major studios across the state, utilizing a state-wide TV channel. Along with prominent state officials, TM grads will read their town's original TM proposals and then tell which are currently being carried out in their community. With this unique concept for TM assemblies, turning the state yellow is only the beginning for the awakening of local man in North Carolina.





**THE KWANGYUNG HUMAN DEVELOPMENT TRAINING SCHOOL** began Jan. 15 with 44 participants from Jeju-Do, Kwangyung II, Kuh-Du 2 Ri, Seoul, Taegu, Daejon, Kwang Ju, Pusan, Tokyo, Hai Ou, Taipei and Nam Wai and 12 faculty from Seoul, Jeju, Chicago, Sydney, Sungai Lui and Sud-tonggan.

## THE GREAT TWO YEARS CELEBRATION

*THE GREAT TWO YEARS* was a week-long celebration held in the Kawangware HDP just before Christmas. It began on Tuesday, the day after Jamhuri Day (Kenya Independence Day) with the Kawangware Fair. Each program and sub-program had a booth, the two most popular being the health booth and the agriculture booth which featured a new calf and rabbits on display.

Wednesday brought the opening of the metal shop and the sewing industry with the Deputy Commissioner of Co-operatives doing the ribbon cutting and making a fine speech that reminded the community of their role as a demonstration to the nation and world.

Thursday, H. E. Margaret Kanyatta opened the murrum house and gave a talk at lunch. She also attended the Global Women's Forum and spoke to the women of Kawangware about the importance of their contribution to the community.

Friday was *Farm Field Day*. Mr. Slemick from Welcome Kenya, Ltd. came and was most impressed. Saturday was a work day during which everyone cleaned, planted and generally prepared for the big day to come.

And a big day it was! Mr. Motiga from the Office of the Vice President and Rose Joram of the Kawangware Youth Core (KYC) were the main attractions on the program. The Administration Police Band came early, led a parade around to each program in Kawangware and continued to play throughout the afternoon. Certificates were awarded to those who had completed courses of study with the KYC or Farmers' Guild.

Monday everyone took a deep breath and then Tuesday evening the community leaders had a grand feast. Voice of Kenya interviewed Jean Smith, Rose Joram, Assistant Chief Kibe-Ragae and Dominic on live TV. Rose talked about engagement dealing with crime and unemployment and Dominic said, "We are ready to take responsibility for Kawangware even if the staff were to leave tomorrow." Kibe talked about the wonders of the project and the relationship the government has taken and should take to it.

It was a week full of events which appropriately reflected the great two years of the Kawangware HDP.

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## THE STAKE – THE BACKBONE OF THE COMMUNITY

As vital human engagement is catalyzed in communities across the globe, the cruciality of stakes has again become apparent. The gridding of a community into identifiable geo-social units, or stakes, has been the basis for a system of care and catalytic action in the HDPs. Workdays, environmental cleanup, the launching of new industries and door-to-door health care have been but a few of the flags around which the stakes have rallied. Further, stake structures have been the key to eliciting the broad community participation and leadership necessary for the practical doing of the project. Stake meetings, as well as stake activities, have provided new forms of engagement.

In launching the stakes, the struggle has been to capture the imagination of community residents and focus their energy toward a practical task. In response to this, Global Operations Centrum has pulled together the common wisdom on stakes from the HDPs around the globe and created a 13-week stake curriculum. The new curriculum provides constructs which can be adjusted to suit the many diverse project situations. The construct for a stake meeting includes three basic dynamics: the college, the seminary, and the sodality. The college focuses around a meditative quote that can be memorized and taken home. The seminary transmits Twentieth Century wisdom about doing local economic development. The sodality builds and implements practical plans for assisting all the programs within the project. The introductory statement attached to the curriculum provides a context on these three dynamics and suggests ways to discover and utilize the stake dynamic that is already present in every community.

# GLOBAL SOCIAL DEMONSTRATION

**MANEUVER 77 ENLISTS ENGAGEMENT**

Maneuver 77 is a comprehensive plan to elicit the engagement of *Those Who Care* in ICA programs either on short-range basis of a few weeks, or for a year or more. Many have responded by going to HDP sites for a year. The Richard Maguire family of four is now in Kreuzberg Ost. Maria Maguire, a native German, is working with the guild and using her language skills in teaching situations. The Paul Dhyr family is also using Ruth's knowledge of the language plus previous living experience in India as a reason for choosing to spend a year in one of the replication villages. The Jennings-Teats family is in Sungai Aup Malaysia, having come from Vancouver under the sponsorship of their church. The Richard Le Blanc family of four is spending a year in Termine, Italy. Brian Smith is now in Langub in the Philippines for a year after answering an ad in a Montreal paper for volunteers for the Lorne HDP. Joanne Gammel of Spring 1977 Global Academy is spending a year at the Cano Negro HDP.

Acceleration teams are composed of Guardians whose expertise is needed in the HDPs on a short-term basis. Rick Leudke's business expertise and Phil Holmes' background in farming added impetus to the Caño Negro HDP Economic Acceleration Event where the downbeat was on discovering other cash crops than cacao, planting the community garden, introducing the new tractor and training villagers in its functions and upkeep. Both men have since gone on other acceleration events. Dr. Richard Wampler took time from his busy schedule in the emergency room in Pendleton, Oregon to work on community health programs in Maliwada and is now doing the same in Ijede. Dr. and Mrs. Foster and Kathy Dhyr are presently with him in Lagos on the Social Acceleration Event. A Social Acceleration Event is in progress in Lorne, tapping the expertise of Karen Sitter from Minneapolis and Rhoda Ertel from Kansas City. Dr. and Mrs.

Stephan Laxdal are in the Isle of Dogs and will go on to Kreuzberg Ost and Maliwada as part of Social Acceleration Events. Dr. Lewis Pierce and Warren and Carolyn Crane are in India working in the villages there on a short-term basis. Audrey Ayres is on a two-month Economic Acceleration Event Trek in the Orient working in Kelapa Dua, Singapore, Nam Wai, Hai Ou and the Philippines. Taking carpentry tools with them to do needed repair work, the Oscar Sperstad family of five, bridging three generations, will be spending three months in Hai Ou.

Maneuver 77 has engaged Guardians in a new way in the ongoing work of Social Demonstrations. As consults continue and HDPs increase, the need becomes more acute for the participation of local man. These families have decided to act out their care on behalf of the globe. That is what Maneuver 77 is about.

**GSD UPDATE . . . . .**

**OOMBULGURRI:** The HDP completion day will be celebrated on Australia Day, Jan. 26. The day will begin with a parade through the town, a completion ceremony and a luncheon in the park followed by a tour of *completion* to cut ribbons on town buildings. The day ends and a new era begins with a grand corroboree.

**ISLE OF DOGS HDP:** First light is installed in the power house youth center and local probation service assigns six people per weekend to community service in project.

**LANGUB:** Coca-Cola donated entrance sign to Langub HDP. Pillars go up on Langub Barangay Hall during community work week in preparation for consult with 200 local people participating. Community plans enablement and assignments for consult week. Military authorization received..

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# CAMPAIGN NEWS



CONCERNED WITH THE HUMAN FACTOR IN WORLD DEVELOPMENT

WEEK FIVE

FEBRUARY 8, 1978

## COAHOMA TM SPIN-OFF

When W. J. Jones, coordinator of the Coahoma, Mississippi Delta Days Town Meeting last June was recently called and asked for his support in the Mississippi State Campaign, he readily agreed. Then he went on to tell about the implementation of one of Coahoma's TM proposals — for a town 'Welfare Committee.' The Committee formed to care for elders, and this winter focused their efforts on those who have inadequately heated homes. Already they have found and helped three families in critical condition due to lack of heat. This evidence of his community's care has made him a firm believer that every town should have a TM



## GCF ICEBERG CRACKS IN FRANCE

The Forum Communautaire circuit team set off on a circuit in the Ardeche, a district in the mountains of southeastern France. The first village to be visited was St. Agreve, a town of 2,000 people, where a Town Council meeting that night (a Monday) was to hear about Forum Communautaire. The council decided to have a Forum on the coming Friday night. The circuit team went to bed with visions of hundreds of details to be done floating in their heads.

They awoke the next morning to discover that they were in a blizzard — one meter (39 inches) of snow had fallen during the night, enough to make it a national disaster area. While in the midst of deciding how to train workshop leaders when the car was totally covered with snow, a knock came at the door and the local coordinator, who lived 7 kilometers out of town, arrived on skis, ready to go to work. A feverish week of preparations followed and on Friday night 50 people braved the snow to come to the largest meeting ever to be held in the history of St. Agreve.

## RENDEZVOUS: QUEBEC

### CANADA ON THE MOVE

1978. . . The March of Miracles. The 1978 maneuvers for Canada began on two fronts: in the west in British Columbia and in the east in Quebec. The western forces traveled across the Rockies and merged on the beaches of the Pacific Ocean to launch a two-pronged attack on the province of British Columbia.

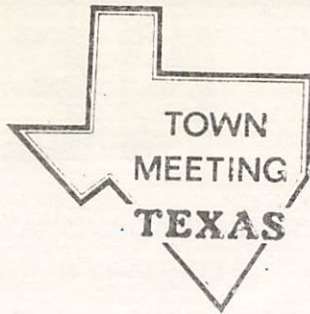
In the first week two teams visited 40 corporations for sponsorship and funding. The victories reaped over \$3,000 worth of inkind goods and services. One team set sail to Vancouver Island to claim five Forums in the regional districts, with plans outlined for 18 more. Twenty-five Forums in six weeks will complete the province.

Rendezvous Quebec sent three teams into the most difficult turf of Quebec province to begin circuits to complete 73 Forums. This maneuver had been carefully planned over a New Year's get-together. The first French treks brought in 13 dates in the communities throughout the northernmost areas. English speaking circuiters found French colleagues receptive to enabling the campaign as St. Andre's steering committee, formed during the New Day New Brunswick 1977 campaign, put one of its members on circuits for a week. After the first week 13 Forums were set.

The key to the success to the Canadian maneuvers, as discerned at the opening kick-off celebration held Saturday, January 21, 1978, in Montreal, is metro colleague engagement. In New Brunswick this took the form of colleagues making appointments, lending their cars and driving, typing follow-up letters, handling the filing and other details of the maneuver. In the east, metro French-speaking colleagues gave the authorization to the CFC program and opened doors to communities. Special Centrum troops have added punch to the set-up teams. Canada is on the move and is turning British Columbia and Montreal yellow on two fronts.

*\* Update. All districts on Vancouver Island are done and those in the Fraser River Valley as well. All of British Columbia is yellow now.*

# GLOBAL COMMUNITY FORUM



### THE LONE STAR STAMPEDE

January marked the beginning of the Texas statewide campaign to color all its counties yellow by Easter. Prior to January, communities in 90 counties had held TMs, leaving 164 to do before the statewide Assembly, making this the largest single maneuver yet. The Assembly is scheduled for April 8 in Austin, and John Henry Faulk, Texas folk hero, has agreed to be Master of Ceremonies.

With motel rooms, food, paper and workbook printing in-kind, troops are well-equipped to cover the immense Texas geography.

This maneuver offers the first opportunity to use rapid set-up in the rural regions of Texas. A team arrives in a small town of 200-1,000 people early in the morning, stops at the local church, post office or general store, and engages in casual conversation with the residents. The team announces it is here to make arrangements for the Town Meeting and asks for a list of the key people who need to be contacted in the town. In small unincorporated towns with no mayor, a TM can usually be set up in about four hours.

Teams return to the county a week after set-up to do development. In addition to "passing the hat" at each TM to defray expenses, local banks and small industries have been contacted successfully. J.C. Penney and Continental Telephone Co. had previously agreed to give on a state-wide basis, so their local offices are contacted.

The evening TMs (10 were held the last week in January) are often held in local churches and schools. They average 10% of the town's population in attendance and are truly catalytic events. For one town, Lane City, the TM was the first community-wide meeting in its history. One of their proposals, to build a community center, resulted in a man offering land for it on the spot and six more signing up to build. Several of the TMs already held have been in bilingual communities, recruited mainly through the Roman Catholic Church. Mexican-Americans turned out to enthusiastically discuss their community's future and are now working to implement their proposals.

Because of wide publicity for the campaign, both through the media and the "grapevine" many residents of surrounding rural towns attend TMs to see if the methodology is really effective. They usually come to the end of the evening convinced and requesting a TM in their town. Township-level saturation is at the doorstep and knocking in these small Texas towns.

The Lone Star Stampede is racing across the state, turning everything yellow.

### AFTER OKLAHOMA 100 - GETTING THE BALL ROLLING

Carney planted 1000 trees, materials and labor donated, held regular community cleanups, built new sidewalks and repaved roads, built new matching shingle roofing on all businesses on Main Street, and are building new tennis courts.

Coyle initiated several new businesses which are going successfully, new sewage disposal system, new town-wide recognition for water improvements, and regular community-wide meetings.

Depew began monthly citizens meeting to work on town improvements and construction on a fire town hall.

Dover brought in Lions Club, activated town and community projects, improved the fire department through citizen volunteer help, and had the town take over the water and sewage (which had been under private ownership).

Erick started active Senior Center, cleared old buildings, formed a Museum Committee (which has already selected its building), constructed tennis courts, and began work on a retirement home.

Fairfax held a community street dance, a community cleanup day, and has begun to bring new members into the Chamber of Commerce.

Kaw City erected new traffic signs, created a bi-weekly paper, blacktopped Rte 119 from Kaw to Rte 77, started children's corner in the library, funded eight acres for city park, held several street cleanups, printed a brochure on Kaw City, conducted a community census, funded own Senior Citizen Program, paved the parking lot in front of school thru 100% donation, and started a Chamber of Commerce.

Lahoma reactivated Booster Club, started newspaper, and initiated improvement on fire station.

Langston began public grass mowing and cleanup, and obtained a grant for a new water tower and hydrants.

Ripley established public bulletin notice, started Chamber of Commerce and town newspaper, voted water bond issue, making possible two grants and three loans for two new wells, sewers, and water hydrants.

Sterling built rodeo grounds through a 100% donation, started Teen Town and a new 14-member Town Association, and began weekly drawings to raise money for town improvements.

## development

### THE GREAT 343 RESIDUE

Evidently the December Continental Council created enthusiasm for "The Great 343." That this is true can be seen in the analysis of the contributions that made up the \$343,000. The corporate continental thrust could only have happened with the involvement of House persons and regional folks along with the troops from Development Centrum.

The listing of contributions by states was sent to the Houses in the Week IV Packets. The totals by areas were:

\$151,063 - New York  
 74,176 - Chicago  
 59,022 - San Francisco  
 32,222 - Montreal  
 20,730 - Houston  
 1,939 - Edmonton

The balance was from miscellaneous sources.

Nearly two thirds of the gifts — 618 of 992 contributions — were \$50 or less. These were obtained primarily through the multiple contacts and ongoing care that House and regional persons provide to these givers. Some of these gifts were monthly bank drafts. One way of increasing regular income would be to increase the number of persons using bank drafts and help those already giving in this way to increase their monthly contribution.

## operations

### SPECIAL STRIKE FORCES

As a result of great rapid TM set up wins in North America this quarter the GCF Command Post at Chicago Centrum has been inundated with requests for special forces. The Nexus has responded with a model to rotate all of its personnel on TM circuits. Here's what they do.

**Circuiters.** While the local circuiter serves as the consultant on the local turf, Nexus circuiters, usually veterans of other maneuvers in far-flung geography, provide objectivity, sharing victory stories of what has worked in other places and sparking new creativity to elicit a yes in old geography.

**Orchestrators.** The Missouri mail-order TMs have produced a need for hearty troops who can handle the last-minute set-up details and emergencies, orchestrate a three-hour TM — improvising with the time design and workbooks, produce the document, handle the publicity and do the clean-up six days in a row.

**Logistics.** In order to protect a local circuiter's time, Nexus personnel are often used as logistics support to break open food, housing and supplies, as well as inkind sources.

**Development.** Where major campaign activity is occurring, Development bastions have been sent to coordinate the development of TM money.

## research

### WHAT IS A MANEUVER?

**Research Centrum**, in the midst of pulling together and refining Maneuver Methodology, created its quarter maneuvers.

First, the **Early Bird Maneuver**, as its name implies, involves getting Journals and Ecclesiola Manuals to all ICA locations early.

Second, with perhaps the most classical title, the **Eight-Stroke Scriptorium Maneuver** involves writing and lots of it. Joseph Wesley Mathews' work needs to be pulled together. A fresh approach is needed to the question of the Universal Religious. And more material is needed on theological edges, i.e., *The Jesus of Destiny* and *Profound Humanness*.

Third, **Going Nova** will launch the Community Youth Forum Quarter III Trek. Fourth is **Chez Research**, which has to do with shaping up the Research Centrum home space.

There are many others. Discerning the watershed that Summer '78 will be, putting the Institute archives in order and re-examining some of the foundational concepts that underlie the major campaigns are some examples. Through these maneuvers, Research Centrum intends to break loose the task of Quarter III and propel itself into Quarter IV.

## management

### BEEF, BOARD AND BUGGY

The GCF Campaign in North America this year has been carried by the circuit rider who, coaxing his broken-down, worn-out, begged, borrowed or stolen Ford, Chevy or Datsun from small town to small town, is turning the continent yellow, county by county. Management Centrum, in working through the maneuvers by which the Nexus would support and enable the campaign in the field, devised the Beef, Board and Buggy Maneuver." Designed to simplify and cut the cost of circuit logistics, this maneuver has been picked up by the Inkind Post at Chicago Nexus which has become the nerve center for coordinating local and national efforts.

With work proceeding in all three arenas, proposals are in to Sambo's, Arby's, Roy Rogers, Union 76 Truckstops, Holiday Inn, Best Western and Ramada. McDonald's has sent an endorsement letter to their ad managers in the target states who could provide circuiters with complimentary coupons. Very seriously considering making cars available at their regional distribution centers are the big three in Detroit: General Motors, Ford and American Motors. New information will be mailed to circuiters as soon as it is in hand. The Inkind Post and the Campaign News would like to hear of inkind victories from the fields as well.



### STEERING COMMITTEES IN URBAN COMMUNITIES

In March 1976, a steering committee of eight formed to sponsor a Town Meeting in Uptown Chicago. The Town Meeting was a tremendous success, and the small group that first gathered to launch it has now matured into a steering committee of 58 different individuals representing at least 30 different organizations and institutions in Uptown. The present group is planning and preparing for the Fourth Annual Valentine Ball with the confidence and motivity that successful completion of several other projects has released. During the past year, they organized and sponsored the 1977 Valentine Ball, the "Uptown, You're Beautiful" clean-up campaign and the "Christmas in Uptown" day, and assisted in the International Festival in July. There is a core group of people who have served on the committee since its beginnings, but for each project there are also some new faces, depending largely on the special focus of the particular event being planned.

Each steering committee meeting is an event — a happening in itself — something like doing a Town Meeting every week for 4-8 weeks with essentially the same group of people. The push in the meetings has been on training in corporate methods and planning methods, as well as on accomplishing the necessary practical tasks. This year for the first time all task forces are lead by community people and each meeting is run by a rotating team of one ICA assistant and one "old hand" steering committee member.

It was necessary during the first few steering committee-sponsored projects to have more ICA trained staff on the committee in order to demonstrate a "we can do it" winning style. In Uptown, few people believed that it was really possible to pull such a diverse group together and accomplish anything. Now that this has been demonstrated, the catalytic job is basically finished, and the ICA role is one of training the leadership and keeping the work of the six task forces coordinated between the weekly meetings.

It is not clear just what has been set in motion in Uptown. It is obvious that this method of "community organization" is effective in pulling off specific community events. No attempt has been made to establish an on-going group; but, in fact, there are usually only a couple of weeks between the completion of one event and the launching of another. Like many depressed urban communities, Uptown is super-saturated with service agencies and organizations so it has been important to maintain that the steering committee is not yet another of these, but simply a group that cares about and for Uptown through the sponsorship of particular events. The Uptown steering committee is proving to be an effective tool for bridging the immense complexities of the urban situation.

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*The following is part of a letter from Roy and Geni Philbrook reporting from the Langub HDP near Davao, Philippines.*

#### LANGUB LAUNCH

The Consult was really great — we had around 100 full-time people, including 30-40 villagers. It rained the night of the opening feast — about 300 people came — so many of them could not get out of Langub because the road is impassable when it rains hard. Sunday night people slept in their cars and on tables. It really grounded the contradiction in Langub. It rained every day, in fact, until Thursday, so each day the teams were slipping, sliding and sloshing through the mud up and down the carabao trails doing the "field work" and nobody complained. My image is of Mrs. Occona, the 60-year old vice president of the University of Mindanao, who is a very sophisticated woman, with her salmon-colored pants suit rolled up to her knees carrying her shoes in one hand and holding a big banana leaf like an umbrella in her left hand, sloshing 6 kilometers through the mud barefooted. The Consult came up with 13 programs, 187 tactics and began work on the implementaries.

Actuation is now going on. This week nine volunteered to be day care teachers (Preschool here is a very particular academic licensed entity, so Langub will have a day care center,) and began training. The center, which is a large, open-sided, grass-roofed dance hall will open next Monday. Right after the closing on Saturday afternoon, the well drilling rig of the city arrived and the community well-drilling gang went to work. They can drill about 20 feet a day with a hand-powered rig, with five or six men pulling up and down on this long rope which makes the drill turn around. They figure they will have to go down at least 200 feet, but the well has been started and Langub HDP is off and running.

# INTRA GLOBAL MOVEMENT



復華村  
人文發展計劃  
商議

## NAM WAI ECONOMIC ACCELERATION

The Economic Acceleration trek spent 10 days in Nam Wai HDP, from January 4-15, 1978. Five teams were in the field every day pushing industry and development. Fifteen Guardians were present for the first Sunday meeting, along with 20 key villagers who attended a Thursday evening meeting. The results of the trek include:

- \* The creation of a Community Development Corp.
- \* A mushroom factory set up and ready to seed.
- \* A duck farm site selected.
- \* A market for electronics assembly products secured.
- \* A tourist industry of water bicycles initiated.

The Advisory Board of village leaders consensed to form a Community Development Corporation. At the same time, a number of landowners in the village agreed to a price and terms for the sale of a large piece of land on the edge of the village to themselves, the Community Corporation, for the purpose of future commercial and residential development. The Land Development Corporation was described by the local people as a pioneering approach to community development, since the land has been owned by the families for hundreds of years.

The mushroom factory is ready to seed. Styrofoam wall panels and a sterilization drum were inkinded from a local industry and mushroom spore seed, along with expertise was inkinded from the Chinese University. An old pig shed was sterilized, and the styrofoam wall panels and shelving were installed in the shed with the pig food cooker being used as a fire source. With the fine market for mushrooms, there exists the potential of converting every pig sty in Nam Wai into a mushroom factory and cleaning up the environment at the same time.

Financial assistance was obtained for feed for the duck farm from a local feed company in preparation for the arrival of the ducks. A Guardian team of electronics company executives was formed as a result of the Guardians' Industry PSU. This team will work to expand the identified market for transformer cores and will provide assistance in setting up the industry at a site already designated for that purpose.

Research was conducted into building and renting water bicycles. A design was obtained, economic feasibility studies prepared and the first bicycle will be built in two weeks using inkind welding equipment.

The trek ended with a great workday. In addition to installing the equipment in the new mushroom factory, forty youth turned out to line the new football field, build goal posts and play their first football game. The new field is built on land fill in the old fish pond. Nam Wai is well on its way to conquering the economic tyrant.

## DEMONSTRATIONS AROUND THE GLOBE

**Isle of Dogs, United Kingdom.** The HDP spent the past few months distributing "Pubs on the Isle of Dogs" brochures, a colorful piece that gives the locations and a bit of history on all 29 of the island pubs, as well as "You haven't seen London til you've seen the Isle of Dogs" T-shirts. The Island Youth Center, an old Port of London Authority powerhouse, has taken a major step towards completion with a space-age mural painted by community artists. A local government "probation" service has given six skilled builders a chance to help complete the work each weekend.

**Kreuzberg Ost, Germany.** The HDP in West Berlin rang out 1977 with a Christmas Festival that brought some 8,000 people into the streets for what was called the "Weinachtsmarkt." Residents set up stands to sell goods. The garbage collectors and policemen both formed music bands. There were organ grinders and rides for the children.

**Termine, Italy.** The local industry has received orders for 30 thread chests, 77 market umbrellas, 125 tables and 500 chairs. The Women's Coop is sewing the umbrella tops and the wood factory is making the bottoms. The community held a New Year's Eve Dance in an overly-packed community center. The preschool was repainted, redecorated and refurnished over the Christmas holidays with a new stove provided by one of the children's fathers and play furniture designed in the Termine Wood Factory.

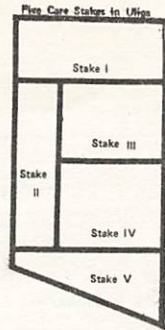
**Maliwada, India.** The sixth Human Development Training School is underway with 230 participants coming from 36 villages. Thirteen of the villages represented were not even on the targeted list for this quarter's school but registered on their own. Totally in charge of the kitchen this quarter are four proud Maliwada residents.

**Sudtonggan, Philippines.** Purok (stake) leadership and meetings blossom as nightly variety elicits broad participation. Monday through Thursday is Guild time, Friday through Sunday is Purok time. Friday night Purok leaders gather to plan the next week's Purok meeting. This week 60 signs were put up on village houses (60 different ones) designating homes as Team School Aides, Team Health Caretakers and Team Captains. Ten more families have been chosen as aprt of a demonstration to prove families can conquer scabies in one month. Purok meetings have been attracting newcomers with weekly raffles, and strategizing for electricity, toilets, water pumps and health care is charted by Purok. Puroks and teams are the hub of activity in the HDP.

**Cano Negro, Venezuela.** The HDP celebrated its first year anniversary on January 11. After a fine luncheon with honored dignitaries, an all-night dance, with a special demonstration of African step dancing, a processional with the patron Saint, a Town Meeting and lots of games and movies followed. It was a weekend to be remembered for a long time.

**Kelapa Dua, Indonesia.** Mr. Pak Yos from Ciba-Giegy came to a guild meeting with 45 villagers present to make an agricultural demonstration. The highlight was his presentation of a new insecticide sprayer to the guild. Lurah, the headman for the village and the surrounding area strongly endorsed the agricultural programs, signifying a new era of cooperation in the HDP.

# GLOBAL SOCIAL DEMONSTRATION



**THE SHOWPLACE OF THE MARSHALLS**

Strains of "Hello Marshall Islands" (still the top hit with youth on the streets of Majuro), the smell of barbequed chicken, peels of laughter, and beautiful island music launched "The Showplace of The Marshalls" in Uliga Village Saturday, January 7.

There was much to celebrate-especially the completion of 18 Town Meetings in the Showplace geography involving over 80% of the households and the beginning of the Community Organization (five stakes six guilds and coordinating leadership). People placed their names in their stake on a huge grid, claimed the victories of the Town Meetings and the new Showplace as one of 24 around the globe, and closed the evening with Charlie Chaplin films to the delight of young and old-proving Chaplin's silent humor is still a universal language.

The community has said a resounding YES to being the showplace to Pacifica and the world. The remaining challenge is to create the community whose initial individual yesses have become a deep and corporate resolve.

The launch was real. The following Tuesday-guild night in the Showplace, 11 people came to plan the concrete actions each guild would accomplish before February 11. On this day, guilds, stakes and many others across Majuro will participate in opening of THE EMPORIUM, a Dr. Lao's circus of events, displays, sales and demonstrations. The Planters Guild decided to plant 100 new banana trees in the five stakes-toward producing more food. The Department of Agriculture has already agreed to provide the trees. The Builders Guild is building a fishing canoe that can be used by anyone in the stakes. They have located both the great log and the old man who will teach the younger men the ancient art of Marshallese canoe building. The Marketers Guild is surveying stores to determine who has the lowest price on 20 basic items and publishing a weekly Showplace Shopper's Guide to inform everyone where to buy to save money. These three economic guilds are meeting the challenge of "more money for the community."

The Caretakers Guild is surveying immunization needs in each stake in order to see that at least 100 children have proper immunization in the next four weeks. Thus they intend to prevent any epidemics like the recent outbreak of measles which took the lives of several children. The Trainers Guild is creating a mobile preschool to put at least 100 additional children in preschool structures. The first week, over 50 children came to stake preschools. The Storytellers Guild is writing a story a week on the greatness of the Showplace grounded in something visible, such as welcome signs and a community bulletin board. In the first week permission was obtained to put up the stake grid, the global grid of 24 "showplaces" and the community organization chart, each 4' x 8' in size. These three social guilds are meeting the challenge of "working together in the community." Thursday night is stake night. The first week 34 Marshallese adults and innumerable children were in stake meetings.

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# CAMPAIGN NEWS



CONCERNED WITH THE HUMAN FACTOR IN WORLD DEVELOPMENT

WEEK EIGHT

FEBRUARY 22, 1978

## TM LAUNCHES

### BELGIAN CAMPAIGN



The first Dorpsdag (Town Meeting) in Belgium held in the Flemish village of Kerniel on January 12, 1978, was an auspicious beginning from many points of view.

Two months ago, after receiving an initial go-ahead from local and provincial leaders to hold TMs in Belgium, circuiters decided to do a series of 13 Dorpsdags in the 13 villages that make up the commune of Borgloon. The commune is a geographical structure between the village and province in size. A year previous to the TM, the commune had been restructured politically, causing a shift in the communities' relationships to one another. The decision to do a TM in each village of the commune was a response to the cry to reclaim local identity and community spirit and was supported by the Flemish Ministry of Culture. This group sponsors the "Year of the Village" program, which, up until this time, had been holding local folk fairs and festivals and was looking for other opportunities to engage local citizens in the decision-making of the community. They agreed to provide 75% of the funding for the TM program.

The weekend before the Dorpsdag, four people from Borgloon joined others from the Netherlands and Brussels to train workshop leaders. These four local people, trained in English and Dutch, were the key to the overwhelming success of the Dorpsdag. The 75 participants (village population is 700) were astounded that their TM could accomplish so much and be such fun. The ancient and bitter factions discovered themselves working and singing together, and the meeting concluded with more singing, dancing and lots of Belgian beer. The next morning the Commune Council took over one hour to hear testimonies about the incredible event that had happened.

Town Meetings will continue in Belgium because of the local decision in Borgloon to train 16 more workshop leaders to do the whole province of Limburg, and take the TM program to the people of Belgium.

## MISSISSIPPI MAGNOLIAS TURN YELLOW

Mississippi is leading the Deep South in Town Meetings with over half of its 82 counties colored yellow. This past two weeks, 15 were held in northeastern Mississippi with maneuvers planned to the southwest, then the southeast for state completion in March. Circuiters from three ICA offices, Delta Pace, Memphis and New Orleans, have assisted TM Mississippi grads from last June's Delta Days Maneuver in set-up and orchestration. Authorization has come from the Delta Pace HDP and from local mayors, but mostly it is the friendly smile and slow-sell approach in the small towns that has worked.

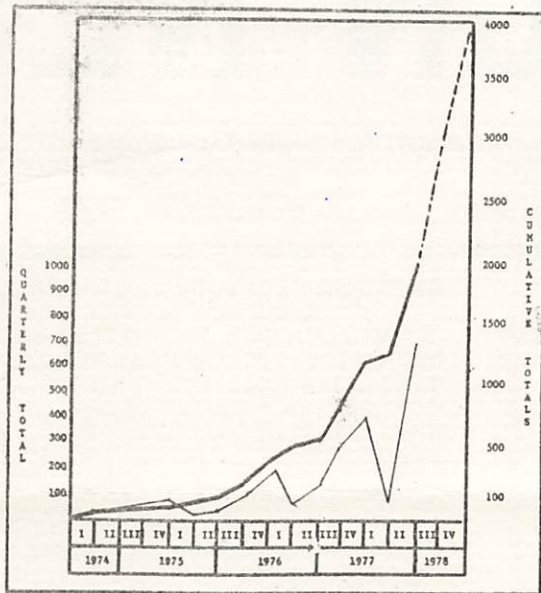
Rapid set-up has worked well in Magnolia land. The team visits the local school principal to find out data about the town and get out a list of people who need to be contacted. After visiting the mayor for his nod, they invite as many as ten others to an afternoon coffee to explain the TM program to the total group. The Mississippi circuiters claim that they have won at every coffee and set-up a TM for the following week. The aim is to have a cross section present at the meeting so as to ensure broad participation from the community. It seems to work, for Ashland had 35 at its TM out of a total population of 300 and Myrtle (population 400) had 35 present at its TM even though its basketball tournament was going on two blocks away.

The northeast, not very heavily populated, is composed mostly of small white towns that have industrial plants and furniture and clothing factories. In these relatively isolated towns, the consciousness of community which results from the story/song/symbol workshop has been a special highlight. It has set the stage for proposals in support of community days, community centers and events such as picnics and celebrations which attract a wide spectrum of people. Most community leaders have been pleasantly surprised to see the possibility of sharing leadership responsibility with fellow residents. After the Town Meeting in Ashland, the citizens gathered in the soda shop of the drug store and talked until midnight, delighted by the day's activities and making plans for further community projects and events.

For the final phase of the Mississippi maneuver, the logistics and support center will be moved to a Catholic Renewal Center in Jackson. Based on the response to the recent 15 TMs held, the "Song of the South" is one of new possibility for small communities across the state of Mississippi.

## GLOBAL COMMUNITY FORUM

NORTH AMERICAN CONTINENT COMMUNITY FORUM



On June 8, 1974, Local Community Convocations were held in the United States and Canada, and the Global Community Forum campaign was born. June 8, 1978 will mark the completion of all 3,341 counties in North America; 2,687 TMs representing 1885 counties have already been held in North America as of February 17, 1978, and by the end of April, only 15 states or provinces will need finishing touches with the yellow shine of awakened community.

Breakthroughs in set-up, funding and colleague participation have characterized the third quarter. Especially in sparsely-settled states and during blizzards, the "Telecom" method of Town Meeting set-up has been successful. It was developed during the Missouri Waltz Campaign and has been refined by circuiters in New Mexico, who, arriving in town for the first time at noon on the day of the scheduled TM, have significantly improved attendance by calling everyone in the phone book.

The state of North Carolina wins laurels for the direct financial and in-kind support it has given to the TM campaign there. More than \$19,000 in direct contributions and \$18,000 worth of in-kind material and

services have been donated since September, largely due to the implementation of an over-all model which places emphasis on integrating development efforts with TM set-up and orchestration. In the New York Area, a special funding task force raised over \$5,000 in the month of January for TM campaigns in Pennsylvania, West Virginia (which went all-yellow on February 17) and Virginia.

The 586 TMs done this quarter alone were only possible because of the engagement of volunteers across North America. Keith Feildhammer became interested in Town Meeting during the Missouri Waltz maneuver and led workshops in several nearby communities. When he heard about the need for French-speaking orchestrators, he revealed that he had spent four years in France, and took off for ten days to help in the Rendezvous: Quebec maneuver. Charlene Harrison, who helped set up a Community Issues Forum in Kansas City two years ago, is circuiting in Georgia. Lorne de L'Acadie residents are training St. Andre residents so that the latter can join in CFC set-up and orchestration. And Wilbur Leatherman, along with two colleagues, is driving to Florida to participate in Town Meeting maneuvers there. Even Hawaii is glowing — a volunteer and ICA staff member are setting up all four counties there in less than three weeks.

What started out as an experiment involving 54 local communities has expanded to a country-wide grassroots program. TMs can now be set up by simply appearing in a town or calling on the phone. The subsequent publicity from successful TMs has provided the authorization for more TMs both in the United States and Canada. Similar campaigns are breaking loose in Australia, France, Wales, Japan, Korea, Kenya, Zambia, Indja, Venezuela and other nations around the globe. Local man's input in his community's future is sweeping across nations, creating a new consensus on effective living in a time of change and opportunity.

WHEN THE WORLD PICKS UP THE SIGN

Not only has the Town Meeting snowball begun to roll down the hill since topping the halfway mark, but a chain reaction has begun to happen in several places. People are hearing about Town Meeting from sources other than the ICA. In the final week of the Missouri Waltz, when 49 calls were made and 23 proposals submitted for funding, development teams discovered a banker who was born and raised in a town where a Town Meeting was held the night before and businessmen who had invitations on their desks to a Town Meeting to be held the following week.

People just have Town Meetings on their minds — from the President who last week attended a Town Meeting in New England to the thousands of elected or paid officials who are involved in and responsible for the operation of local governments. One set-up team arrived in a town to find a town meeting set for the following night. Investigation revealed that it was the work of the town manager who was interested in getting citizens' input for town planning. Upon entering his office, the team found him deep in thought about what he was going to do for the content of this town meeting he had called. The rest... is obvious. They had a Town Meeting!

## development

### NEW DAY IN CANADA

Recently the Royal Bank contributed \$10,000 to the work of the ICA in Canada. This gift is the second largest grant by a major Canadian corporation.

Last year the Bank granted \$5,000 to the ICA: Canada for the Human Development Projects at Lorne and Vogar. At that time, the request did not go before the board and was approved as a one-time grant. Since then, the impact of the two Human Development Projects on Canadian society has been such that the publicity reached the Bank. In addition, the number of major companies contributing to the work of the ICA in Canada dramatically increased. In December when the Bank accepted a new proposal for 1978, the proposal went before the board and \$10,000 was approved.

The Royal Bank is the largest of the Canadian banks and the one to which the business community looks for the lead in making contributions for development. The board of the Bank represents many of the leaders of Canadian business. The decision to invest \$10,000 in the work of the ICA indicates these Projects are a priority of the Bank and confirms the ICA's credibility in approaching the business community in Canada.

## research

### THE LITTLE BOOK OF QUOTATIONS

When Bishop James K. Mathews, traveling for the ICA and for the United Methodist Church, visited Zambia last month, he presented President Kaunda with a copy of a little book of quotations. In Washington, D.C., Vice-president Mondale was also given a copy of the five-inch vest pocket mentor. The demand for the *Journal* at present far exceeds what the Publishing House can reasonably produce.

Why such a tremendous reception? One obvious reason is the *Journal's* size. It can be easily carried almost anywhere. Then, it is succinct — not a word is wasted. It requires little of the reader, but offers him a great deal. It has a way of opening up the world and giving the reader a sense of spaciousness. The *Journal* entries are, for the most part, timeless. They are transparent to profound humanness. They help an individual, in the midst of his or her solitary reflection, to see through the mundanity of the everyday to the Mystery that life is.

## operations

### NEW SITE SELECTION CRITERIA

In recent GSD site selection trips throughout Kenya, Nigeria, Zambia, and Wales it has become apparent that a shift of emphasis has occurred in the criteria for selection.

The key to an effective Human Development Project is visible demonstration. Project acceleration has been aimed at making visible the change that is taking place in the life of the community. Without observable signs of change, neither the outsider, nor the local community is convinced that things are different. Instead of looking for the most depressed situation, then, what has become the single most important criteria in selecting an HDP site is the potential for rapid socio-economic change. This can be evaluated through several screens.

1. The community's state of collapse indicated by the underdeveloped and underemployed natural, human and technological resources.
2. The presence of elements required to re-create the community. This includes the decision of the community to work with an outside agent to do the development.
3. Public appeal and accessibility. An HDP represents the suffering the world sees a need to deal with, plus the locale is physically accessible.
4. Replicability. People and communities must see in this community what is possible for and a key to their own future.

## management

### THE ANNUAL AUDIT

In the business community, the start of the new year is an especially important time. Fiscal Services Post, which is responsible for the Institutes' financial operation, has shifted to a different level of activity as it works to prepare one aspect of the public face, the financial statements. Arthur Anderson, a well-known CPA firm, is again doing the ICA/EI audit, and Fiscal Services has developed and implemented a plan to make this the smoothest audit to date. This means preparing all work papers and completed financial statements before the audit itself. This will be the shortest audit and therefore the least expensive.

Fiscal Services is also enabling the Year of Management to accomplish several of its key maneuvers. To enable the ICA/EI in each nation to have auditable books, a member of the post was sent this week to Montreal to help do the audit preparation for Canada. Another post member will soon be sent to Lorne to evaluate the sawmill from a financial viewpoint and make recommendations important to all HDPs in developing local economic vehicles.

Come to . . .

THE GLOBAL ACADEMY  
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RESIDENTIAL PROGRAM

Where it all comes together

COMPREHENSIVE CONTEXT: The Academy provides a kaleidoscope of images and models which give a person a fresh way to understand his role as he faces the whirlwind of our era.

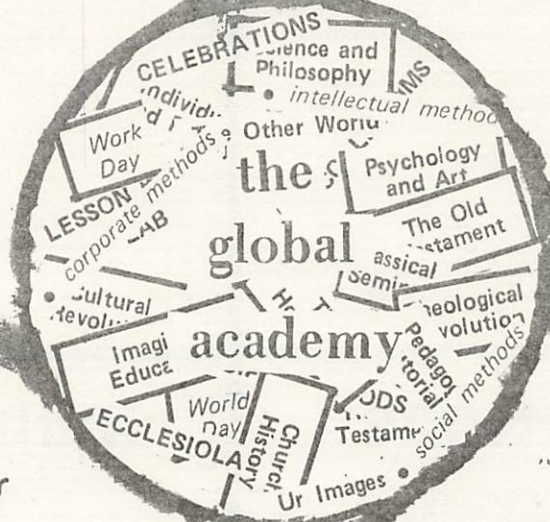
DESTINAL DECISION: The Academy calls one to stand beyond the borders of his own life and grasp himself related to the whole universe as he wrestles with the destinal issue of deciding what task is worth his whole life.

*Participate in a community that feeds on the understanding...*

*... that life feeds on life and that all the world of the ordinary ..*

*... can open up into the profound religious sense of awe, wonder, and mystery...*

*... that exposes the extravagant adventure that life is.*



LIFE METHODS: The Academy offers a kitbag of methods, tools, and models that undergird creative leadership in local community and enable one to be a helpful catalytic presence in tough situations.

CORPORATE STYLE: The Academy is a living laboratory of experimentation in being a global community concerned about the common task of building the earth. It calls forth and demonstrates the weird power and strange courage that disciplined corporateness can occasion.

YES, I wish to register . . . .  
April 2 - May 28, 1978

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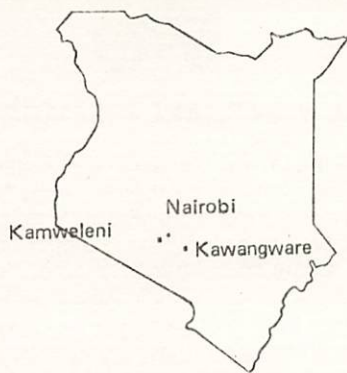
Occupation \_\_\_\_\_

Age \_\_\_\_\_ Marital Status \_\_\_\_\_

Previous Courses \_\_\_\_\_

Pre-registration fee: \$20 single/\$45 couple  
Program cost: \$340 single/\$590 couple

INTRA GLOBAL MOVEMENT



## KAWANGWARE'S LITTLE BROTHER

*(Excerpt from a letter from Warren Tolman, in Kamweleni, Kenya, the newest HDP site.)*

There can be no doubt that something miraculous is happening in the village of Kamweleni. Today is the first day of the Consult. Yesterday afternoon, 300 villagers attended the opening ceremonies. The M.P. for the area, who had heard about the project from the Minister for Cooperative Development, on his own initiative, came to the opening. The theme of his speech was two words "radical empiricism" — the way he said it was, "you've got to start with the known and move toward the unknown when you are teaching and when you are learning — you will fail if you try to do it the other way . . ." The Councilor for the area, the Acting Chief, and the political party (KANU) chairman for the area, all showed up for the opening — all because they had heard about it from someone else and were very excited. For all of these very important people, it was the first time they had ever stepped foot inside Kamweleni.

This is a village with no water, no electricity, nothing — but a lot of human beings who have not let their situation be a problem and who decide every day against seemingly insurmountable odds that life is indeed worth living. On Saturday night I drove into the village in my boss's automobile. Then on Sunday morning we left the car at the house, and walked up to another part of the village for some meetings. When I got back to the house, this family had taken their very precious water (which they had walked God-only-knows how many miles for) and washed the car. They were right — it needed a washing; the area is slowly turning to desert, and the red dust had erased any evidence of there being a white car underneath — but I am still deeply humbled. Their gratitude at being chosen as the second Kenyan HDP — and their joyous expectations of working hard together to improve the life of everyone in the village are obvious. One of the speakers yesterday said that if there was anyone who didn't intend or expect to work harder than they ever thought possible in this project — they had better just leave now, because all of Kenya was counting on them.

Things go well in Kamweleni. And even more exciting is the spin-off effect on Kawangware. The local people in Kamweleni refer to Kawangware as their "big brother." And wonder of wonders, the people of Kawangware are taking a very serious attitude toward taking care of their newest family member. Two weeks ago 40 Kawangware folks went to Kamweleni and worked side by side all day Saturday with 50 Kamwelenians, chipping rock to clear boulders out of the earth which had blocked the road through the village for the past six years. At the end of the day vehicles began moving along the road — and new life was signaled by cutting 20 kilometers off the trip to Machakos and creating a new route of transportation — right through the middle of the village.

## MALIWADGAON: CREATING A SYMBOL OF RENEWAL

One of the things that happens in human development is that a community rewrites its history. Maliwada, the pilot HDP in India has, since its Consult in December of 1975 when the project was launched, told a story that pivots around that event.

Maliwadgaon is one of the first 26 replication villages in Maharashtra, India. The following is the text of an address given by the Maliwadgaon police chief at the close of the Consult on January 11, 1978.

*At this moment as we come to the close of the Consult, our hearts are deeply moved. Prior to January 8, 1978, we were living in a totally different world. Today we experience new directions in our lives which will create a new world, a universe in which we all are God's children — rich or poor, young or old, black or white, low caste or high caste. There is no discrimination in "human" development. Caring for other human beings alone helps us to experience the presence of God and of being in His service. I am sure that with our corporate effort Maliwadgaon will become a sign of new life*

*for the whole world. We pray that we may have the opportunity to meet from time to time to continue our task together.*

*We have seen how much thought, planning and hard work has gone into the creation of practical agricultural, educational, social and economic tools that will enable us to realize our vision and hope for the future. We have been deeply impacted by the selfless expenditure of others on our behalf. It has given us a new image of what it means to serve our neighbor. We have literally been dazed by seeing the possibility of persistence and passion for work, and we are deeply grateful.*

*I want to express my appreciation and thanks to you, my fellow villagers, for your support and presence throughout the last three days of the consult, despite your jobs. What we did would not have been possible without our corporate effort. I am convinced that, even if each of us expends just one hour of the week for our village, Maliwadgaon will become a great symbol of renewal, looked up to not only by other villages and districts in Maharashtra, but by the whole nation.*

# GLOBAL SOCIAL DEMONSTRATION

WINTER MADNESS MIRACLE: IVY CITY

A visitor, standing in the community center yard in Ivy City on Saturday, February 4, 1978, would have seen people busily hanging twenty-four 4' X 5' panels with a mural of community life on the fence around the center of the complex, people picking up trash in the yard and carrying large 4' X 8' community signs to put up at entry points to Ivy City. Upon entering the community center, the visitor would have noticed more people placing gifts of new furniture and carpeting in the reception lounge, painting the community lounge, waxing the floors of five of the rooms placing furniture and equipment in the newly renovated preschool. At the three parks created by residents last summer, new, permanent trash barrels and large signs have been put up. The print shop is also receiving a new face with the logo, 'Unlimited Impressions, the community bulletin board, and the mural of an 18th Century printer. A total of about 200 people from Ivy City and the New York area are involved in these activities, including the final event of the economic and living environment acceleration trek in Ivy City.

The trek began with a weekend planning session followed by two weeks of firming up economic possibilities and inkind calls for equipment and supplies for the living environment visible signs. Each day three to five teams of community residents plus the acceleration team members brought home such inkind victories as a hot water heater and five fire extinguishers for the preschool, 100 gallons of paint, 30 pieces of exterior plywood, furniture and carpet.

The economic push marched steadily on with a sales promotion blitz for the printshop, the preparation of a finance package for a community store and laundromat, negotiations for a waste/trash management program and negotiations for the hiring of residents by two industries located in Ivy City.

It may be hard to believe that all of this happened in the midst of a record-breaking snow and cold wave in Washington, D.C., but it actually did! Nothing could dampen or freeze the decision to create the visible signs of new human community in Ivy City - A WINTER MADNESS MIRACLE.



LOCAL MAN SHALL RISE AGAIN

**Cano Negro:** When the sound of a tractor starting up cut the Tuesday morning stillness, a startled auxiliary staff ran out to see if it were being vandalized. Several days before, a nipple connection for the tubing on the transmission of the newly donated tractor had broken. It was a very simple but crucial part without which the tractor could not run. When an auxiliary member had called the company that controls the distributorship for the tractors they checked through their computer files and reported that in all the country of Venezuela only one such part existed and that it was on the other side of the country. They said, further, that it would take several weeks to obtain it. However, Jose, a member of the Cano Negro Agricultural Guild was unwilling to wait. He announced that he would go to the city and check repair shops for it, but no one paid any attention since it sounded like a fruitless search. Jose, undaunted, immediately boarded a bus to the city. Since it was Saturday and the shops were closed, he returned without the part. Not telling anyone, he went again on Monday. This time he returned with the new part plus a spare. His simple comment to the auxiliary that fine Tuesday was "It had to be done." With that, he walked out to the commercial garden to begin his work.

**Delta Pace:** On January 13-14 a Leadership Methods Week end was held in Delta Pace focusing on the artform method, workshop method, and effective meeting designs and formats. Sixteen community leaders attended. As a result, the first "new" guild meeting after the training weekend started on time, was done in an hour and a half and included singing, a ritual, a conversation, a workshop, reports and a send-out, all planned and led by community residents. While community meetings in Delta Pace from now on will be led by community residents, the ICA will be helping VISTA to plan, design and lead VISTA in-service training sessions for all VISTA projects in the state of Mississippi.

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# CAMPAIGN NEWS

Vol. '78 No. 2

March 17, 1978

"IF INDIA LIVES IN THE  
VILLAGES, LET THEN THERE  
BE AT LEAST ONE IDEAL  
VILLAGE SO THAT IT MAY  
SERVE AS THE MODEL TO THE  
WHOLE OF THE COUNTRY."

*Ghandi*

## WHY ADOPT A VILLAGE. . .

Through the VILLAGE ADOPTION PROGRAM local organizations, churches or businesses become directly involved in enabling villages to become self-sustaining and self-dependent. Participation in the program can include FINANCIAL ASSISTANCE OVER A GIVEN TIME PERIOD, the SENDING OF PEOPLE TO CONTRIBUTE THEIR KNOWLEDGE AND KNOW-HOW for a week or a month or a year, and INVOLVEMENT IN A YOUTH PROGRAM IN WHICH YOUNG PEOPLE WORK ALONGSIDE VILLAGERS in a preschool, health clinic or other village project. This program provides an effective and practical way for people to act out their care. Your organization or church or business is invited to participate in the VILLAGE ADOPTION PROGRAM. Call or write to the the ICA office for additional information.

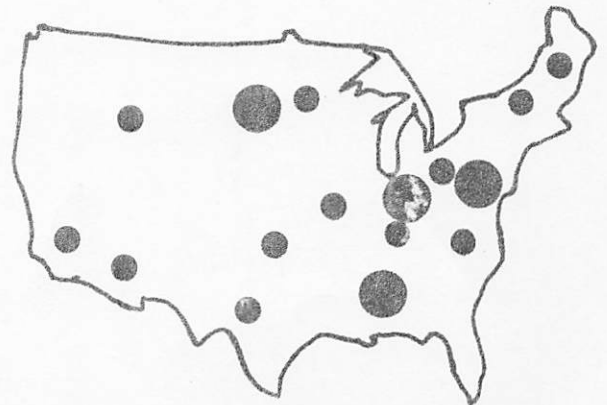
## GLOBAL WOMEN'S FORUM - PAST/FUTURE

Spring seemed to have arrived as approximately 100 women from the Somerset/Morris area met together in a crocus-filled room, March 10, at Basking Ridge, to participate in the first GLOBAL WOMEN'S FORUM to be held in New Jersey. The seriousness of the day's agenda was made obvious by the intensity with which women who had been granted release time by their employers and women from community volunteer forces discussed their role in today's world. Opportunity for individual participation was made possible in smaller workshops held during a portion of the morning and afternoon. As each woman charted one week in her life, it became evident that to enable persons to accomplish their goals, wise allocating of time spent must receive top priority. "A DAY WELL SPENT" was the comment of many.

A GLOBAL WOMEN'S FORUM is presently being organized by a host committee of 16 women from NEW YORK and LONG ISLAND. The forum will be MARCH 31, FRIDAY, from 10 a.m. until 4:30 p.m. at the ST. IGNATIUS RETREAT HOUSE in MANHASSET, LONG ISLAND. Your \$17.50 registration fee can be mailed to the ICA office, 49 Claremont Avenue, New York, 10027.

## THE USA 12

Scouts, returning from their long search for prospective sites of the 12 new Human Development Projects to be started this year in the United States, have been comparing notes on the cultural, ethnic, and economic backgrounds of many varied communities. Ghost towns have been re-visited, from old mining centers in the East, West, and Midwest, to old mill towns on the rivers of New England. Ethnic enclaves of American Black, White, Red and Brown people, settled in the old rural ways or finding new urban roles, are candidates. The New York Area final selections will be made before the end of this month. These projects need your involvement.



TOWN MEETING NEWS FROM. . .

NASSAU COUNTY

In late February and early March, villages in each of the townships in Nassau County held community meetings. They faced the common tough challenges of commuter towns inadequately represented in regional government, with rising taxes, falling sources of income, and without strong programs to engage their youth power. Each meeting, in Manhasset, Massapequa, and Syosset, was marked by a spirit of strong purpose to pull diverse groups together behind their positive proposals to make the future work.

\* \* \* \* \*

**WHAT'S HAPPENING IN THE CITY?**

The UPA CONFERENCE, this April 8-9, an experiment using Town Meeting methods in New York City. UPA (pronounced "oopah") stands for Unity, Planning, and Action, three dynamics of a healthy community. The UPA Conference will serve LOISAIDA, a portion of the Lower East Side of Manhattan, by bringing together three levels of the community: the local people, the local agencies, and the city planners and administrators of city services. UPA will create a 3 year plan for development action. UPA was conceived by the "CHALLENGE FOR THOSE WHO DARE", an expanding group of concerned citizens working in consultation with the ICA.

MONMOUTH COUNTY

New Jersey, the first state to have a Town Meeting in each county, recently added 5 more T.M.'s to its previous total of 110. The five meetings were in Englishtown, Matawan, Middletown, Neptune and North Longbranch---- all of which are in Monmouth Cty. Proposals written by the participants ranged from the redevelopment of downtown and beach-front areas to a community newspaper. An ASSEMBLY, held March 11, provided representatives with an opportunity to take their proposals and name the MOTIVATING EVENT that would initiate their community on its way toward reaching what it would like to accomplish.

\* \* \* \* \*

**A NEW DAY FOR MIRUNBRIDGE. . .**

*Donald and Janet Baker from East Orange, N.J., will leave March 23 for Mirunbridge, New South Wales, a village of 250 people, which will be AUSTRALIA'S NEXT HUMAN DEVELOPMENT PROJECT. The Bakers will join consultants from the globe for the two week consult and document writing. THIS IS SOMETHING YOU CAN DO--IN THE UPCOMING 12 USA PROJECTS, OR ANYWHERE IN THE WORLD! A report from the Mirunbridge consult will be forthcoming---look for it.*

PARTICIPATION OPPORTUNITIES

**EVENTS:**

- Pivotal Point Briefing, NYC, March 18
- Global Womens Forum, Nassau Cty., March 31
- New York Area Council, Ivy City, Washington, March 31-April 2
- Town Meeting Assembly in Virginia, April 1
- Guardians Meeting, Chicago, April 7-9
- UPA (Unity, Planning, Action) Conference, Loisaída, NY, April 8-9
- Community Youth Forums - Easthanover, NJ, April 22
- Newark, NJ, May 16
- Global Research Assembly, Chicago, July 2-16

**TRAINING SESSIONS:**

- Global Academy, Chicago, Apr. 2-May 28
- Latin America Human Development Training School, Cano Negro, Venezuela, April 9-June 4

**HUMAN DEVELOPMENT CONSULTS:**

- New South Wales, Australia - March 25-April 9
- Wales, April 2-April 16
- Area New York - May 28-June 11  
NY State  
Maine  
West Virginia
- Area San Francisco - May28-June 11
- Area Chicago - June 18-July 2
- Area Houston - June 18-July 2
- Jamaica - June 11-June 25
- Brazil
- Chile - June 25-July 9
- Guatemala



**INSTITUTE OF CULTURAL AFFAIRS**

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# CAMPAIGN NEWS



CONCERNED WITH THE HUMAN FACTOR IN WORLD DEVELOPMENT

QUARTER IV

MARCH 22, 1978

## GCF VICTORY VIGNETTES

**Bangor, New York:** The local school was closed up and for sale. Thirty people from the Town Meeting got together and distributed a flyer telling the pros and cons of selling or keeping it. The resulting vote was for keeping the school which is now being turned into a community center.

**Hawaii:** Four GCFs were held in Hawaii, one in each of the counties: Taia, on the island of Maui; Honokao on the island of Hawaii; Kahuku on the island of Oahu and Waimet on Kawai. In Waimet a 1½ hour electricity blackout occurred in the middle of the challenge workshop and people left. They returned with lanterns and lights to complete the evening.

**Machynlleth, Wales:** A major eyesore in the center of town, the fence at the Old Town Hall site, was painted by an enthusiastic group of 40 people, who simultaneously sold tea and flapjacks to cover the expense of the paint. Since their GCF, weekly "Forums" have been held and are open to anyone who is interested in improving the town. Suggestions currently under consideration include a skate board park, a community market garden, a bottle recycling facility and a young peoples' coffee bar.

**Perth, Australia:** Melville Senior High School held a CMA for its student body. For the plenary over 250 students shoved into the gym to listen to reports from the groups. The songs elicited a tremendous sense of excitement and pride in the School, community and House (there are four Houses in the school).

**Pittsburgh:** Missouri Mail Order GCFs have proven to be the answer to the weather conditions in Pennsylvania. GCFs set up entirely by phone had attendance as good as those set up by personal visits. One circuiter called in a town at 3:45 p.m. for the first time and had 117 senior citizens at the Town Meeting the next day.

**Portugal :** A woman coming to the Paris Office for English lessons was asked to help clean one translated passage of a Portuguese GCF document. She did so and then volunteered to go on a circuit to set up a Forum. A young man from Portugal, just "passing through" translated the entire *Forum Communautaire en France* workbook into Portuguese, typed up a first draft and began to formulate plans for how to initiate the Forum in Portugal.

**Trinidad, Texas:** After the GCF, the following improvements have been made: an Industrial Foundation Committee formed, progress made on the construction of a new sewer plant, new homes being built, federal housing apartments initiated and a night watchman hired for the school.

THE  
HOKKAIDO  
40  
北海道



The Hokkaido Maneuver of Chiiki Kondonkai: Japan has begun. Forty Community Forums are planned for the late winter and early spring in Hokkaido. There are four circuits, to the north, Wakkanai, 10 communities; to the west, Iwanai, seven towns; to the east, Kushiro-shi, seven communities and the central, Sorachi circuit with 17 communities.

The first circuit began in Sorachi, a sub prefecture (similar to a state) of the island of Hokkaido. The head of the education office of the Social Education Department of Yubari City set up appointments in 15 communities with the head of education. He personally introduced the ICA, told the department heads about the Oyubari Human Development Project and introduced the idea of Chiiki Kondonkai. In addition to the appointments he set, the Jaycees from Yubari also set meetings with chapters in eight communities, a winning way to get started. In Japanese society, being introduced is the most successful way to move. A young man drove into Oyubari one Sunday afternoon and announced he would like to volunteer for two months. He has been part of the first circuit team, along with others from Sapporo who are being trained for the nation-wide effort in Hokkaido.

The results will be 40 meetings in Hokkaido, a training effort for troops throughout Japan and Asia and another way to point to the demonstration of new human community in Oyubari. The people in the city building in Yubari have spread the word about Chiiki Kondonkai, and it is not uncommon to enter a Social Education office in another town and see a copy of the document from Oyubari. In Japan, the foundation for the three campaigns is the Oyubari HDP. Part of the Iwanai Maneuver will be set up with the help of a young businessman from Oyubari on his regular circuit of deliveries. Regional assemblies are being planned for the spring with university students, teachers and ICA staff. Leadership training has begun in Sapporo and will increase as springtime comes.

The Japanese in Hokkaido call the snow that comes to stay in November, the Neyuki, the foundational snow. This is the Neyuki Maneuver for GCF in Japan, for Asia and the world.

## GLOBAL COMMUNITY FORUM

MOUNTAIN MANEUVER: BRITISH COLUMBIA



(logo from the Terrace, British Columbia GCF)

In January, the mountainous task of yellowing British Columbia loomed on the horizon of the Area Edmonton forum maneuver team — fresh from the victories of the winter Prairie Forum Sweep. Forums had already been held in six regional districts of BC, leaving 23 to be conquered. The geography was awesome — ranging from towering mountain barriers to remote islands off a rugged coast. In this imposing landscape, the maneuver team was propelled into the task.

All troops participated in each aspect of the campaign. Colleagues seemed to step forward as the demands increased. Everything was tackled simultaneously throughout the four-week campaign — set-up, orchestration, Development, inkind and logistics. The set-up and orchestration encompassed five fronts: the six districts on Vancouver Island, the six districts wrapped around greater Vancouver, the five districts surrounding completed districts in the eastern interior, two districts accessible only by sea or by air and four remote northern districts of the province, the nearest 800 kilometers from Vancouver. The four northern Forums were set up by mail or phone.

West Coast Transmission gave \$250 and promised an additional \$250 for each GCF held in a town along the oil pipeline they had constructed from the US border to the Northwest Territories. Teams travelled by ferry to towns like Bowser and Black Creek, flew by seaplane to Bella Coola and Port Clements, drove 2,000 kilometer circuits to Sorrento, Jaffray and Kettle Valley, and were airlifted to Bear Lake and Endako, where one participant commented, "Some fires were lit here tonight. . . this is a beginning an we can work from it." Distance posed no problem as troops scrambled from Forum to Forum and back to Vancouver for five magnificent victory celebration feasts contributed by local restaurants.

The momentum generated in the first week carried the entire maneuver (momentum of the rate of acceleration, not just maintaining the same speed.) This momentum included having set-up troops on the road at the crack of dawn, organizing massive phoning blitzes to set Development appointments and inkind pickups and preparation of all materials in advance. The comprehensive overview was held through decor maintained at the "command post" and "on the road," and through ensuring weekly debriefing, planning and celebrating with all troops. Regular telephone calls to the command post enabled all to hear and to report victories.

The stage has been set for regional district saturation, an increasing Development base and new levels of colleague engagement. As an Indian woman from Bella Coola put it, "I learned that when something important comes up, we (Indian and white people) can get together."

GCF FOLLOW-UP IN ALASKA

Three months following the series of Town Meetings in Alaska, three communities were selected for detailed follow-up: one rural white, one suburban white and one rural native. Phone calls were made to one or two key people in each of the communities who had been involved in the Town Meeting. They were asked to bring two or three people together for an informal gathering and to make overnight accommodations for the circuiting team.

Arriving in the community, the team briefly visited with the contact person to get an initial feel for the community's response to the Town Meeting. Were people generally positive? What excited them? Have people talked about it? The team then visited with a small representative group. One of these meetings was in a home, one in a cafe and the other in a bar. Casual conversation about the town opened the meeting, resulting in a swirl of events. The Town Meetings was then brought up and the community's proposals were reviewed. The citizens responded immediately with the events related to the implementation of each proposal. In each community one half to three fourths of the proposals were implemented or some activity was currently going on to implement them. What was happening was the result of individuals and groups picking up on the momentum from the Town Meeting. In most cases, most of the ongoing projects were started because of the consensed need, not because the community was self-consciously implementing the TM proposals.

The significance of the visit was that the communities were given a new story to tell about what had happened following a TM. The story was then shared with other people in the community and generated excitement. The next step was to target one or two potential Guardians, tell them the ICA story and the need for concerned people across the globe. HDP consultant roles and Town Meeting leadership roles were the primary engagement activities suggested which resulted in offers to assist in the set-up and orchestration of TMs and an interest in the Youth Forum and HDP possibilities. The following is a report from each town of the proposals currently being carried out:

**Anderson:** A parks and recreation coordinator has been hired and is creating new programs; one is the development of cross-country ski trails. The youth are becoming involved through the interest of a teacher who has just begun classes for skiers.

**Nenana:** An Elders Center and club have been started and a significant number of elders have begun to participate in the corporate life of the village.

**North Pole:** The Chamber of Commerce has decided to put out newsletters to promote community communications. The community youth are writing and producing it.

Communities in Alaska stand ready to engage in caring activities both on the local and global level. The next steps awaiting them are county saturation and HDP preparation.



## development

### THE PATRONS' TREK

Fifteen individuals representing ten families spent 23 days together visiting Human Development Projects in India, Africa, and Europe. From February 17 until March 11, this group experimented with a Development maneuver designed to capture the imagination and create commitment to the funding of ICA Projects around the world.

The Patrons Trek, called an "International Odyssey," engaged participants in site visits to local villages at Maliwada and Maliwadgaon in India, at El Bayad in Egypt, and at Kreuzberg Ost in Berlin, Germany. Around these occasions, the group was impacted by tours through the cities of London and Bombay, Delhi, Katmandu, Cairo and East Berlin. Visits to the Ajanta and Elora caves, the Taj Mahal and the pyramids underscored the power of former gifts to civilization.

The preparation for a future Patrons' Trek is underway. Registration for the month of November is now being accepted.

## research

### ENGAGEMENT FOR EDUCATION

In Chicago the Student House has sent seven graduating eighth grade students to the Human Development Training School: Caracas and a year's participation in HDPs in Latin America. Those launching the experiment are Ray Knutsen, Kevin Woodward, Peter Whitney, Kathy Tomlinson, Helen Worden, Trudi Mueller and Becky Appenfelder. They understand themselves to be pioneering on behalf of the other 20 graduating eighth graders in the Student House and youth everywhere. During the year the students will continue their studies through the American School correspondence course which is now an accredited option for all deployed youth and may compose much or all of their high school training. Perhaps as significant as any other aspect of the program is the fact that it is being funded entirely from the earnings of a part-time job of bagging and distributing advertisements which the Student House has undertaken over the past six months. In addition to being a relevant rite of passage from Student House structures to the adult structures of a House, the ninth grade year of deployment to HDPs promises to yield a new depth of understanding of high school training methods and to challenge the selfhood journey of each student while it engages the student in creating the sign of a mobilized Phase I across the globe.

## Operations

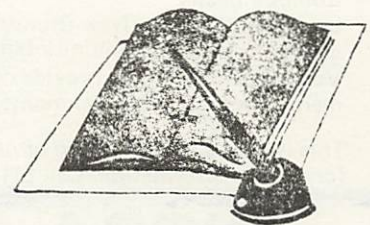
### MOVE, ACT, AND KEEP TAB

One of the tasks of the Continental Council held quarterly at Maliwada is to create the common models and operating structures of the *Nava Gram Prayas*. The March Council produced several field manuals which are currently being used by Project auxiliary and other *NGP* staff involved in the Maharashtra replication. The **TAB Manual** (Tactical Action Book), a spiral bound workbook, is the handbook of the local auxiliary staff in keeping track on a daily and weekly basis of a quarter's tactical action. **MOVE** (Monitoring Operations for Village Engagement) is the companion to village monitoring teams. It contains visitation designs, hints, constructs and procedures for effective village monitoring and town calling. **ACT** (Auxiliary Corporate Thrust) includes contexts, procedures, formats, designs, rationales and operating principles for the corporate life of an auxiliary to daily maintain its thrust in action. The **Replication Consult Manual** consists of designs, procedures and checklists for doing the three-day Replication Consult. The **Acceleration Manual** has guidelines, models, checklists and the design and schedule for one-week acceleration treks for Quarter IV. **Guid** and **Stake Manuals** were also created for use of the village auxiliary in conducting these meetings. They include designs, formats, and specific curriculum for the quarter. Quarter IV, students in the HDTs will be introduced to these tools while, in the field, they will be used to further test and commonize the operation of *NGP*.

## management

### GLOBAL FISCAL SYSTEMS

In a recent trip to Asia, Management Centrum reviewed the operation of its global fiscal systems. At Hong Kong and Singapore Nexus the procedures of the new Nexus financial manual were discussed and report formats were clarified. The manual has been particularly helpful in establishing a common financial system and daily operating procedures. It has also paved the way for two national audits in Australia and the Philippines, with word coming from India that they have just completed their 1977 audit. Helpful discussions on global cash flow indicated the need for further reflection at the Global Council Quarter I. Particular issues raised had to do with funding global treks, currency pools and transfer mechanisms. With all the systems now in place, the Centrum will next turn its attention in this arena toward putting out the first global income and expense statement.





## HUMAN DEVELOPMENT AND THE THIRD CAMPAIGN

Human Development Projects around the world have become a focus of engagement that has catalyzed a broad trend toward concrete and effective service to the globe in local communities. In India, the *Nava Gram Prayas* is a grassroots movement toward the reconstruction of rural villages that presently numbers 500 full-time volunteers and involves many other part-time consultants and short-term volunteers. Among these are four residents of Kawangware (Kenya) who, after participating in the HDP in their own village, raised the money to go to India and help out with the work there. Another group of Kawangware residents—a construction crew—after building the new auxiliary residence in Kamweleni, the new Kenya Project, has requested to follow the Kenya expansion from village to village demonstrating and training local people. In the Philippines, ten college women volunteered for a one-month sojourn at the Sudtonggan HDP. In Egypt, 100 Jesuit School students gave three days of work to the El Bayad HDP, along with 16 architecture students who designed a village plaza. Oyubari HDP in Japan has a regular influx of students from Sapporo who volunteer on a one-month basis. In Mississippi, 65 employees of Rank Xerox Corporation spent a day working with the local people in the Delta Pace HDP to build a park. In addition, many individuals from various backgrounds have volunteered their time, sometimes at considerable personal cost, to make significant contributions in Human Development.

Rick Luedke, a business consultant from Milwaukee, participated in two economic acceleration treks. He spent two weeks in the Cano Negro HDP (Caracas) and three weeks at the Isle of Dogs HDP (London). At the Isle of Dogs he helped to create an industry brochure and set up the bookkeeping systems for the Bulk Buying Enterprise which will lower the price of consumer goods to conform to prices "off island."

Jan Ames, a preschool director from Oak Park, Illinois, who volunteered for the Delta Pace acceleration trek, helped to renovate the facility and in-kind construction materials, furnishings and equipment for the new community restaurant. She also researched the next stage of the Worm Farm and Chicken Industry, accelerating this community's march toward self-sufficiency.

Rich Wampler, an emergency room surgeon from Portland, Oregon, who participated in the El Bayad HDP consult 18 months ago, has since been involved in acceleration treks in Ijeda (Nigeria), Inyan Wakagapi (North Dakota) and, most recently, in India. In Ijeda he played a major role in leading the acceleration work. In India he worked with other medical personnel to construct and launch a Health Caretakers School to train staff from all of Maharashtra in local health care. He has made Human Development a part of his professional life, his work schedule, his total care.

Bob Rye, a Wisconsin Farmer, spent six weeks in El Bayad working with the local community and the auxiliary to reclaim desert land.

There are many other stories like these to be told and a great many yet to be enacted. Short-term expertise is needed in:

**Delta Pace:** to do market research  
**Fifth City (Chicago):** to do management training  
**Inyan Wakagapi:** to set up a 20-acre market garden  
**Ivy City (Washington, D.C.):** to develop an electronics industry  
**Lorne de L'Acadie (New Brunswick):** a survey engineer, to locate community buildings  
**Vogar (Manitoba):** to provide commercial management training for the community store

Bill Henshaw, a banker from Bellingham, Washington, ten months ago participated in the acceleration that prepared Kwangyung II for the World's Fair. He started a community grocery store which from the beginning was a financial success as well as a service to the community. In order to return home with the confidence that this fledgling enterprise would not flounder, he created a manual of management procedures so that the local people could keep track of things. The Korean government has now made that manual available to local communities across the country.

Audrey Ayres, a middle-aged housewife from Naperville, Illinois was a part of the acceleration trek that visited several Projects in SEAPAC. At the Hai Ou HDP (Taiwan) she researched and set up suppliers for the community store and helped to set up the Duck Farm. At Kelapa Dua (Indonesia) she set up the first stage of a cottage sewing industry. She also helped with the launching of the new Philippines Project. At all three locations, Audrey was key to catalyzing the engagement of village women in the Projects.

David Butler, a Minneapolis lawyer who was a part of the same SEAPAC trek, joined the team in Nam Wai (Hong Kong). Working closely with local Guardians, an architect and a community developer, he helped with the legal wording of the new community corporation by-laws, breaking loose a way for the community to maintain control of its land and to develop it rather than selling out to an outside developer. This is an exciting new happening at this moment in Nam Wai's and Hong Kong's history. For David this was, in his words, "the most rewarding work I've done as a lawyer."

**Hai Ou:** to develop 60 marine ponds and train local people to operate them  
**Kapini (Zambia):** to intensify agriculture  
**Kreuzberg Ost (Berlin):** to design and install electronic wiring for lamp posts and electronic signs  
**Kwangyung II (Korea):** to expand industry markets  
**Oyubari (Japan):** to develop a wood industry  
**India:** all arenas  
**Consults (Everywhere):** all arenas

This is only a sample listing of needed expertise. The Global Social Demonstration Post at Chicago can be contacted for further information. Call (312)769-5635, ext. 17 or 18.

# INTRA GLOBAL MOVEMENT



## NEWS FROM THE GLOBAL CARE NET

**Fifth City:** The Safe Streets patrol has received an award and certificate from the Harrison Police Station in honor of the group's service to the community. The Safe Streets Patrol buys its own CB radios and gas and oil and keeps the cars in good condition. The members volunteer their time for the nightly patrolling of the community.

**Majuro:** The expanding Caretakers Guild has begun training sessions using the existing preschool to elicit the participation of mothers. The Caretakers are now meeting each morning and afternoon for health care training. They have completed a survey of 50 houses in the Marshalls to uncover health care needs and participated in the Pacific Emporium with a display on preventative health care.

**Vogar:** Vogar Products, the quilting industry that consists of the labors of nine village women, took a giant step forward this month. Four representatives met with the Employment Assistance Program (LEAP) Review Board. After the women presented the concept of the sewing industry, the board asked questions about salaries, marketing and production schedules. Out of that meeting, the board approved a budget of \$22,945 for the first six months of operation. Additional funds may be requested after that.

**Nadlapur:** Mr. J. Ram of the State Bank of India visited Nadlapur HDP and sanctioned loans for 35 people. Hybrid jowar seeds given for crops are now supplying the whole district. The first 5,000 bags of Nutri-food was sent to the cyclone area. More than 50 villagers walked six kilometers to a neighboring village to roll three-ton concrete drainage conduits to Nadlapur. The cement cylinders were five feet in diameter and ten feet long. The people laughed, sweated and rested but never gave in during the two-hour miracle.

**Kelapa Dua:** One year ago the mothers of the village had never seen or heard of milk and were very reluctant to give it to their babies. Now, 60 mothers from five stakes bring their babies weekly to be weighed and to get the inkind milk. Over 80% of the 60 babies drink the milk, for the mothers understand its nutritional value. The chief motivating factor has been a simple health card which shows, in color, how the baby's weight goes up or down. When the bar graph goes up, they know they have had a good week.

**Vaviharsh:** Electricity installation is completed as Vaviharsh becomes the host of four villages visiting the HDP for the first time. The latrines were improved with bricks and cement. The first divisional Project Directors Meeting of the Bombay Division was held in the divisional office in Vaviharsh to plan maneuvers.

**Sudtonggan:** David Newsome, the new U.S. Ambassador to the Philippines who previously lived in Jakarta and was well acquainted with the Kelapa Dua HDP, with his wife visited Sudtonggan. After seeing the preschool and buying handicrafts, he made arrangements to sell Sudtonggan products at the Embassy boutique.

## LANGUB MARCHES INTO THE FUTURE

*(The following "miracle stories" were written by members of the Langub auxiliary staff.)*

The Langub HDP Consult was held January 8-14, 1978. Over 160 consultants came from other projects around the globe. In the Consult the people of Langub discussed their hopes and dreams about education and the necessity of having a day care center. On the first day of its organization, 35 children showed up together with their parents. Within two weeks the mothers and young ladies of the village were trained to be teachers. Mothers continue to work on the decor of the day care center which is set up in the dancing hall, a large round, wall-less, windy space with a cogon grass thatched roof. The children are using tables and benches that the Community Life Guild built.

The first stake meeting was held in Tinango (which means "hidden"), the furthest stake of Langub. It lies in the valley of two hilly mountains. Before the Project, the people claimed they were not a part of Langub, but when the Consult and stake meetings began, they became proud of their participation in the HDP. In the stake of Sitio Mojon, the first meeting started out slowly, with only a few people present. Those present decided they could start the meeting and be the core of the sitio. They got the word out for the next meeting. Each house was visited and informed. The second meeting was set up under a tree with a sheet of plywood substituting for a chalk board. Soon a kerosene pressure lamp arrived and people came. The tree was soon surrounded by more than 50 people who began making plans.

The death of a one-year old child from severe malnutrition emphasized the need for health care. The Langub Health Guild began following a week of nutrition classes for those interested. It set as its first target the Community Kitchen and a nutrition program. Currently 92 children from all five stakes have been weighed on scales borrowed from the Red Cross. Four sacks of milk and a can of biscuits were immediately obtained from the Red Cross. The Community Kitchen was started, staffed by community women who now prepare the daily morning snack for the day care center as well as the daily guild lunch. Workers expanded the kitchen and painted it white, creating a sign of care for the health of the Langub community and a promise of more to come.

The Langub langub (cave) has become famous since the Consult. Many groups of people have come on trips to Langub to see it. Local residents lead guided tours for visitors. Paths have been upgraded, steps cut, rope railings and hand holds have been installed on the steepest portions of the path and a route created with points of interest to be maintained. Word is spreading throughout Davao and people ask about the cave, which has put Langub on the map.

Other ongoing activities include work projects which engage 10 people daily. The Community Life Guild is creating welcome signs and a Langub Communications Center, complete with a post office. Langub HDP is off to a great start.

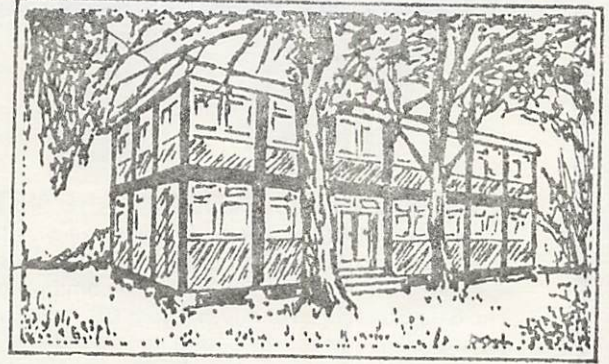
# GLOBAL SOCIAL DEMONSTRATION

ONE YEAR LATER IN EL BAYAD

A year after the El Bayad HDP began, remarkable changes are in evidence. The initial renovation of a village meeting hall set the scene for a six-hour planning meeting where about 70 concerned people, men and women, created a detailed plan for the work of the Project. The preschool program is now totally planned and managed by trained village teachers. The Community Kitchen, Literacy classes and the Public Work Corps, which maintains the water system, are also under local village direction. Upon being asked why there is no ICA staff in the Literacy classes, the village headmaster replied, "You have to understand that this Project is teaching us how to do things for ourselves. Last year they showed us how. Now we do it ourselves."

In the social arena, the Community Garden was cleared and planted and began supplying vegetables each day to the Community Kitchen, which feeds 120 children a day through the Infant Developmental Classes and preschool. The health clinic acquired a donation of needed medicines which assisted the new doctor to treat the villagers. The literacy classes have an attendance of 100 men and women, including a number of young Muslim women. Youth are regularly employed in the Brick Factory and are the backbone of volunteer workdays. The public school teachers are excited about the quality and results of the preschool and tutoring programs and are encouraging the children to send younger brothers to preschool. Pilot women's meetings were held which disclosed women's interests.

In the economic arena, 300 shares were sold in the Community Store. Electricity came to El Bayad in the form of evening street lights. The water tower was completed to ten meters and awaits a new water tank. A grant for the weaving factory was received and two looms were procured. A pilot fish cage and a trip to a fish farm enabled concrete plans for full-scale fish farming. In a time of growing emphasis on village development, Bayad stands as a sign of human possibility.



ISLE OF DOGS RECEIVES FACILITY

A terrapin portable office facility worth 45,000 pounds (\$90,000) has been donated to the Isle of Dogs HDP by Freight Express Seacon Ltd., a shipping firm on the Island. Executives of the company commented that they were particularly impressed by the large mural depicting the Great Eastern which bears the slogan, "The Isle of Dogs, an Alive Community," and the new industrial brochure. In a letter from the company, the following was stated, "We have been considering the possibility of donating the building to a local organization, providing we were satisfied that it would be put to use for the benefit of the local community on the Isle of Dogs. We feel that your organization will be able to put the building to good use entirely as envisaged by us."

The Port of London authority has agreed to find a site for the facility and contractors will move it to temporary storage until a site is confirmed. In the meantime, local residents will be meeting this week to view the building and begin to set up the plans for its use and management.

Eight people have started work on the Powerhouse, with 14 yet to be employed through the Job Creation Program grant for 47,000 pounds. At the final signing of the papers, the Special Projects coordinator of the Manpower Services Commission stated that further funds may be available for programs in the facility.

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# CAMPAIGN NEWS



CONCERNED WITH THE HUMAN FACTOR IN WORLD DEVELOPMENT

QUARTER I

APRIL 5, 1978

## GCF RESOUNDS GLOBALLY

**Seoul:** The village of Shin Chon Il Ri in Kangwon-do (near Kuh Du E Ri) held a Town Meeting with 100 citizens while two more GCFs are being set up in Chung Ju and Choong Ju while a workshop leaders training session was being conducted for 20 faculty of the Ehwa Girls High School.

**Kansas City:** Back from his two weeks spent orchestrating GCFs in French in Quebec, Canada, Keith Fieldhammer reports that towns are experiencing much the same issues in Ontario as in Missouri.

**Bristol, England:** (*Excerpt from their newsletter in Neyland, Wales*) Neyland is a community living on borrowed time. There are thousand like it in Britain. There are millions throughout the world. How seldom people meet together now! Once there were public gatherings every week. The plaza drew us all together. Now, we sit at home behind closed doors, belonging more to Washington than to Neyland, where once storm doors were only shut to keep out storms and were always wide open to people. BUT it is no good sighing for the past. The old order changeth, yielding to the new. It is a pleasure to write in support of those who seek a new sense of community in this tired old town. Perhaps it is not too late to reclaim that borrowed time. (*The newsletter also included the challenges, contributors list and quotes from the TM day.*)

**Tokyo:** Tokyo has had two GWFs in English, translated into Japanese, and one in Karasuyama in Japanese. Miss Masayo Kashiya, a student at the International College of Sophia University, gave the speeches. Two members of the "Lifelong Integrated Education Center" in Tokyo lead the workshops. Aija Karakowski of the Oyubari HDP and Fr. George Karasuyama added their expertise in Japanese to the more than 75 in attendance. The Tokyo international community will hold its TM in May.

**Vancouver:** A GCF was held in Golden, in conjunction with East Kootenay Community College and the National Film Board. A GCF for Mount Waddington regional district was initiated by telephone and mail. Forum interest is sparked in Sparwood. A letter came in from Kaiser Resources (coal mining) expressing interest in GCFs.

And the gold goes on! Hawaii, Pennsylvania, Quebec Saskatchewan, Manitoba Virginia, North Carolina, Idaho, the Yukon, North West Territories, Iowa, South Dakota, Wisconsin, Mississippi, Alaska, New Mexico, Utah . . .



## TOWN MEETING: IOWA ASSEMBLY

On March 18, 1978, representatives from Iowa's 80 yellowed counties were hosted by the Iowa Farm Bureau Federation at their new facility in West Des Moines. The TM Assembly had as its theme "The Future of Small Rural Communities." Over 235 Iowans showed up to find out what other small communities are doing to tackle common problems.

The Iowa TMs were held on a one per county basis over a five-month period, November 1977 through March 1978. Of the 80 TMs, 25 were held in communities in the under 250 population range with an average attendance of 31. The largest number of meetings, 45, were held in communities with population between 250 and 500. The remaining 15 meetings were in communities of 500 to 1,000 with an average attendance of 44. All of the TMs were open to both town and country people, and, overall, a good balance was achieved. In many of the TMs, people talked briefly about the length of time they had lived in the community. Surprisingly, there was a good mixture of "old timers" and "newcomers." The fact that most of the meetings began with a potluck supper, with an effort made to extend personal invitations, drew a wide spectrum of people to the TMs.

The product of the day was a 50-page document containing a challenges chart, proposals chart, and "activating events" for each of the 20 proposals. This was where the group got down to practicality, with such proposals as new industry, business expansion, clean-up and beautification, community projects, community public relations, law enforcement and senior engagement. Each participant took home with him over 16 implementing steps for the 20 activating events to use in his local community. Other helpful tools included in the document were song sheets, Town Meeting methods charts and participants' names. The input of the 80 TM communities led to the creation of a clear, concise working tool that is bound to change the face of rural Iowa.

# GLOBAL COMMUNITY FORUM

OKLAHOMA 100 ONE YEAR LATER

On March 26, 1977, over 100 TMs were held in the state of Oklahoma. An intensive six-week blitz of recruitment, involving the circuiting services of many volunteers led up to that famous Saturday when TM orchestrators converged on the state. The TMs were as varied as the towns they represented. One year later, a "report" has been compiled from the towns responding to a questionnaire sent to local TM hosts. The questions asked were: What have been the activities and accomplishments in your town since the TM? How have individuals become involved? What accomplishment has had the greatest impact? How is your community different now? The response to the questionnaire was overwhelming. Some reports were hand-written notes with lists of accomplishments scratched on a slip of paper. Other towns sent newspaper articles. Some type-written reports were submitted. Where newsletters were an outgrowth of the TM, samples were included in the report. The following is a potpourri of images which chronicled the events of March 26:

**Sterling:** This community's 700 residents aren't letting money hassles get them down — they are hitting the rodeo circuit, holding drawings and drumming up contributions so they can prove Sterling's golden years haven't passed by. So far, Sterling's new 14-member town association has come up with a rodeo arena and is working on luring a bank, a clinic and a teen-town — and they are even holding weekly drawings to scratch up cash. "Sterling didn't have anything when I first moved here," association member Bill Harris, who bought the town's grocery store a year ago, admitted. "It still doesn't — but you better bet we're working on it." — *excerpt from Sterling newspaper article*

**Depew:** We have had so many projects we are doing for our community. Saturday we had a work day to help the city officials to work on our fire house and city hall. We had a big dinner that day. We had several people in our community to eat with us along with the men that were working. We are working more as a community than we ever have in the history of Depew. *June Hilbert*

**Lawton:** There have been different people involved since our original meeting. Several hundred new people are taking part. The greatest impact has been a general awakening of average citizen participation in practically every aspect of community life. *K.A. McClure, Postmaster*

**Burns Flat:** Annexation of 900 homes on former Air Base, consolidated policing between town and industrial complex, initiating procedures to obtain city water system, additional one cent sales tax voted. *Richard T. Schaffer, school main. engr.*

**Erick:** I believe that our TM made a significant contribution in bringing about the following projects: senior citizens center established, Main Street cleared of old buildings, museum committee formed, funds for construction of a new tennis court, plans made for a retirement housing project. *J.W. Rosson*

**Meeker:** The Town Meeting group sponsored a "get acquainted" reception for the newly elected city councilmen. As a result, we feel Meeker citizens are more concerned with the town's political scene. At the reception, a group of school children sang the Meeker song that was written at the TM. They also sang "Something to Sing About." — *Celia Graham*

GEMEINDEFORUMS IN THE RUHR VALLEY

"Today marks the beginning of a new time for our community, a time of action!" Statements like this one, made during the Plenary of a Town Meeting in Duisburg-Hochheide, have highlighted a series of 17 TMs in the Ruhr Valley area of Germany. With 10½ million people, this 100 kilometer strip city between Duisberg and Dortmund is the most densely populated part of Europe. The major cities of Duisburg, Oberhausen, Bottrop, Essen, Bochum and Dortmund are small communities of every sort — old villages, company settlements, new high rise communities, isolated dock areas, torn-up inner city areas and lovely suburban communities and model cities. It is an area facing complicated problems, with mines closing, the foreign worker population increasing while the German population decreases, and unemployment among the youth a growing concern.



Groundwork was laid for a major Town Meeting maneuver in this area during the summer of 1977, with pilot Forums in communities in Essen, Oberhausen and Duisburg. The Protestant church proved to be a powerful network with the pastor serving as entry contact into most of the communities where Forums took place. In 1978, set-up teams made the Ruhr Valley their home and picked up on the earlier contacts and intensified the Forum invitation with the story, "We will only be here until Easter." Of the 17 Forums that materialized, most were full-day events with a four-week preparation period. They were held in all types of communities, with an average of 100 people participating. Participants frequently asked, "How do we give concrete form to the beginning we have made today!" Very often proposals were implemented before the plenary was finished — letters written, phone calls made, groups organized. The ever-recurring refrain of "we have learned to work together, let us continue" proved true when steering committees began the building of new structures, usually composed of members of the churches as well as from secular organizations. The profound response of residents of high-rise communities to the TM was particularly heartening. The reinforcement of the community's self-image was always a rousing experience, as new songs were written, sung and applauded. The children's program was another highlight.

In Wesel-Feldmark, a drama took place during the plenary. A long-standing eyesore in the community was a hole in the marketplace. At the end of the TM, someone stood up and said, "In my backyard there is a beautiful tree. Next Wednesday I am going to dig it up and plant it in the hole. Who will be there to help me? Twelve people stood immediately and the following Wednesday the tree was planted.

## HUMAN DEVELOPMENT: THE NAVA GRAM PRAYAS

Since September 1, 1977, 27 new HDPs have been initiated in Maharashtra, India, bringing the total number of replication villages to 41. For those doing *The Mighty 250* every quarter feels like the beginning of a new year.

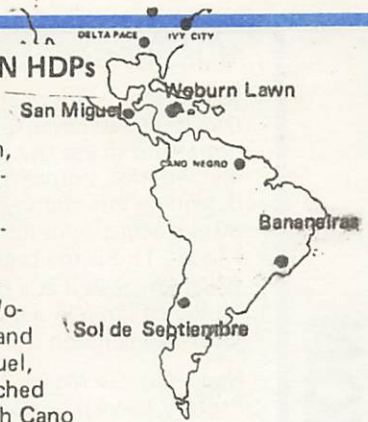
The quarter begins and ends Week 9 with the Continental Council held at Maliwada in which the quarter's assignments are made and the new villages are commissioned. The Council comes at the conclusion of the eight-week HDTs in which ten villagers from each of the selected villages are trained to be project auxiliary staff. Immediately following the Council, new project auxiliaries will relocate in their assigned villages, and begin preparation for the Consult which formally launches a new project. From two to four weeks later the Consult will take place and project actuation will commence.

While the School is in session the next round of villages is being selected, representatives of each of the new villages journey to the divisional pilot village for a Demonstration Visit in which they see with their own eyes what could happen in their villages, and Gram Sabhas (Town Meetings) are conducted in each of the new villages to secure the commitment of the total village to be a Human Development Project and a part of the Maharashtra scheme. The actuating villages are monitored by the division gun, an Indian national, who at least once a quarter visits each village in the division. (Maharashtra has four divisions.) Within the division a group of two to four villages is the responsibility of extra-national, i. e., non-Indian, support forces who circuit from village to village spending two to three days in each village each week backing up the project director, usually a Training School graduate with three to six months previous project experience, and maintaining relationships within the district and between projects. Bi-weekly Project Directors Meetings, held mostly now at the division level and once or twice quarterly at the state level, provide a corporate planning, reporting, coordinating, training and spiritizing function for all projects. Social and economic acceleration treks to villages over three months old enlist the support of the public and private sector in linking up resources and expertise necessary to accomplish the rapid development of the villages. Currently 29 acceleration treks are scheduled for April and May. Efforts are now being made to establish a Guardians Advisory Panel, an informal group of skilled and prestigious persons to whom the village staff could turn for guidance in establishing new programs and maintaining ongoing acceleration in every Project.

This is the activity of Human Development going on in Maharashtra. They call it the Nava Gram Prayas (New Village Effort). "No longer is it Maliwada or Kendur or Vaviharsh that sustains us," said one Project Director in his *State of Nava Gram Prayas Address* at the last Council. "It is Nava Gram Prayas — a movement, a network." By June, 1979, that movement will have put 232 villages on the road to Human Development.

## LATIN AMERICAN HDPs ARE LAUNCHED

Global Priority Seven, Latin American Beachheads, is a fact. Areas Rio de Janeiro (Bananeiras, Brazil), Buenos Aires (Sol de Septiembre, Chile), Havana (Woburn Lawn, Jamaica) and Mexico City (San Miguel, Guatemala) have launched their HDPs. Along with Cano Negro in Area Caracas, this represents an HDP in five of the six areas in Latin America.



The necessary initial national and local authorization has been going on during the past two months by one staff couple in each location, and is completed. The village selection has been finalized and school recruitment is well along the way, with funding moving. A brief sketch of the four villages follows.

**Bananeiras, Brazil** is a village of 900 people about an hour and a half drive northeast of Rio de Janeiro in the foothills at the end of a valley. The population is predominantly mestizo. There is no electricity, the school functions part time, and a daily bus connects the village with the city of Rio.

**Woburn Lawn, Jamaica**, is an entirely black village (slave descendants) of about 600 people located in the mountains an hour northeast of Kingston. There is one school through the sixth grade. The village has no electricity; housing is of adobe and cement.

**Sol de Septiembre, Chile**, is a mestizo village of 500 in a flat valley of good farmland one half hour northwest of Santiago. Villagers work on the farms raising maize, chiles, tomatoes and sorghum. Adequate drainage is a critical need and an unused irrigation system needs to be utilized.

**San Miguel, Guatemala**, located one and a half hours northeast of Guatemala City, is a village of about 1,000 mestizo inhabitants who do subsistence agriculture of corn and beans. A health team visits the village one afternoon a week. The village has no electricity. Water is currently secured from shallow wells.

All of the four locations are working toward having 20 nationals (10 from the village and 10 other nationals) form the auxiliary staff with the first step being attendance at the Human Development Training School in Cano Negro, April 9 through June 4. Initial reports are that each Project already has its national staff lined up.

The Consult schedule is as follows:

<i>Bananeiras, Brazil</i>	<i>June 11</i>
<i>Woburn Lawn, Jamaica</i>	<i>June 11</i>
<i>Sol de Septiembre, Chile</i>	<i>June 25</i>
<i>San Miguel, Guatemala</i>	<i>June 25</i>

Latin America extends an invitation to global consultants to attend the Consults.

# GLOBAL SOCIAL DEMONSTRATION

**HDP PROGRESS REPORT**

**Kelapa Dua:** One year ago, most villagers from Kelapa Dua HDP had never tasted vegetables or meat. They could not afford to eat any that they had grown. Their main diet was rice, krupuk (potato chips) and sometimes fish. Beginning this month, the Community Kitchen cooked 30 extra nutritious meals a day and sold them to the village. This is the beginning of a self-supporting meal program as well as a push for physical vitality. Also all the children in the preschool have gained weight. Over 124 children are in education programs.

**Nam Wai:** On March 1, 1978, the Nam Wai Electronics Factory opened its doors in a donated facility in the village. A shipment of 1,000 transformers was received by seven full-time employees. The factory inserts "E" and "I" metal plates into the copper wire core of the partly assembled transformers and then returns them to the contractor for final assembly. The workers produced 4,500 units the first week and 5,170 in the first four days of the second week. Within a week the factory will be ready for expansion to 10 employees toward a total of 16 in a couple months. Plans have already begun to expand the work to the complete assembly of transformer adaptors.

**Sudtonggan:** A government/business development foundation interviewed the villagers, evaluating two years of assistance. When asked if they could continue without ICA staff, one village teacher said, "Now we are like small babies who can just crawl, or stand only holding on, but we are learning very fast, and by next year we will be able to stand tall without assistance."

**Inyan Wakagapi:** The HDP was recently assigned a CETA short-term work force of 21 men and 2 women. To date they have painted walls, floors and tables and benches of the Congregational Church meeting room, delittered the community plaza and established twice weekly trash pick-up, designed and constructed a community green house, begun the renovation of a community gym for the expansion of the shopping center, created signs and decor for the shopping center, designed and painted Indian designs for the day care center, the shopping center and plaza, designed, painted and constructed street signs for all of Cannon Ball and secured the posts to install them.

**CAPSULES OF 3 NEW VILLAGES**

**Kuh Du E Ri** is located two and one half hours north-east of Seoul near the provincial capital, Chuncheon, of Kangwon Province. It is a village of 570 people who are descendants of the "slash and burn" farmers who formerly roamed the mountainside, cutting trees, planting and moving on. The village has piped water to 40% of the houses, many of which are mud-walled and thatch-roofed. The main cash crops are grapes, apples and peaches. The local government is providing the money to construct a village hall for the Consult, which is now under construction. The HDTS graduates have prepared a daily timeline of consult preparation with four commissions set up. The Kuh Du E Ri Consult begins April 23.

**Tairgwaith** is located in the Lliw Valley in the county of West Glamorgan in South Wales, population 480. The only entrance into the community is under part of a large coal washery. On two other sides are open pit mines with huge machinery and lots of dust. The remaining side is a sloping hill with a few sheep and cattle farmers. Over 80% of the working residents are employed in the coal mining industry. Within five miles of Tairgwaith are the two largest and most modern anthracite pit mines in Wales. The auxiliary has moved into the community, obtaining an old miner's flat with the help of the local councillor. The ten year old community center is being used for the Consult, with local residents making arrangements in their homes for consultants. Over 60 villagers showed up for the first steering committee meeting. The Tairgwaith Consult begins April 23.

**Kamweleni** is a village of about 500 located in a subsection of Machakos, Kenya. The villagers are primarily engaged in subsistence farming. They received famine relief last year. They are burdened with poor health, inadequate housing, severe water shortage and no water delivery system, advanced land desertification and educational structures. The community leadership meetings draw 85% of the adult population; more than 50% of the villagers attend stake meetings. The district forrester brought 2,000 trees for the village and demonstrated how to plant them. The community water project is begun.

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# CAMPAIGN NEWS



CONCERNED WITH THE HUMAN FACTOR IN WORLD DEVELOPMENT

WEEK FOUR

APRIL 26, 1978

## GCF HAPPENINGS AROUND THE GLOBE

**Holland:** Circuiters in North Holland report that two more provinces are making preparations for the Dorpstag. Dutch orchestrators are being trained. All chapters of both the Rotary and Rotary wives' clubs of Holland received Dorpstag authorization letters from Rotary International.

**Germany:** Circuiters traveled from Frankfurt to Munich and Vienna to set up Town Meetings there while one more TM and a TM Assembly were taking place in the Ruhr Valley. Over 140 participants attended a model city highrise TM.

**Australia:** Sydney circuiters ventured forth to effect Community Meeting: Australia maneuvers in Tasmania. Perth, with an average of 250 in all CMAs to date, set the dates for three more meetings.

**Venezuela:** Foro Comunitario has come alive with Cano Negro villagers orchestrating the meetings. After a rural Forum in La Curia and one in Caracas at La Iglesia El Redemptor, one team member, making a report to the village, powerfully established the need for more women workshop leaders from Cano Negro.

**Charlotte, North Carolina, U.S.A.:** Governor Hunt of North Carolina and Governor Edwards of South Carolina sent letters to the ICA in the same week, both endorsing TM, commending participants and encouraging communities to participate.

**Louisville, Kentucky, U.S.A.:** Seventy-seven TMs were set up in 10 days. "The phone set-up really works," reported Phyllis Early. "We didn't believe it was possible."

**Anchorage, Alaska, U.S.A.:** Kyle Holladay, a Town Meeting participant from the North Pole TM, is on his way to South America to do set-up work for the new Projects there.

**Minneapolis, Minnesota, U.S.A.:** A 50-page report on TM: Minnesota that analyzes the challenges and directions of communities within the state was presented to Governor Rudy Perpich. The meeting resulted in the Governor's nod for a GSD in the Ron Range country. The TM: Minnesota report will be featured in a series of the issues of the Minnesota League of Cities publications starting in July.

**Houston, Texas, U.S.A.:** The Lone Star Stampede campaign wound up in a blaze of glory at the State Assembly in Austin, Texas, with John Henry Faulk (of Hee Haw fame) entertaining at lunch. TM grads present were deeply excited over future possibilities for their communities.

States turned gold: North Dakota, Louisiana



## JAPANESE GWF RECRUITED IN PAPER

**Dateline : Osaka, Japan . . .** A month ago everyone was wondering where the time and troops would come from to talk to enough women to have a Global Women's Forum. Several women were eager to have the seminar but the recruitment of participants was moving slowly and the scheduled day was close at hand.

Mrs. Kanzaku, friend of the ICA in Japan, talked with a newspaper reporter friend about the possibility of writing a news article about the Global Women's Forum. The article was published on the local news pages of Japan's largest newspaper, *Asahi Shunbun*, and it included the telephone number of a local resident and the date for the next Forum.

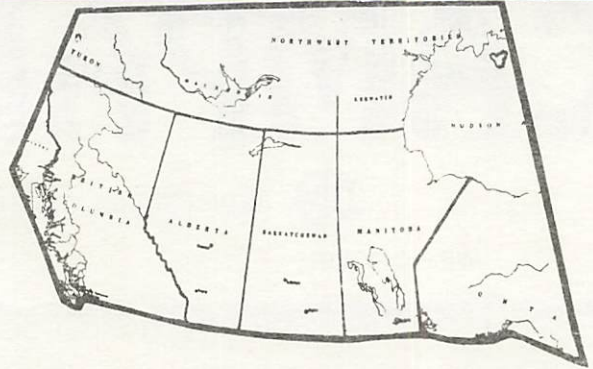
When the morning paper arrived in people's homes, the floodgates opened. Mrs. Taka, whose number appeared in the article, was afraid to leave her home for fear she would miss another registration. By 9:00 a.m., she had received ten phone calls. Within two days the course was filled. After a check with her colleagues, it was decided that a second date was necessary. The result: **two Global Women's Forums in two weeks**, almost entirely recruited by a newspaper article. The key to the two great Forum days was Japanese leadership and enablement.

\* \* \* \*

Also, recently completed was a GWF trek through southeast Asia. Over 250 participated in 15 Forums in Australia, Malaysia and Indonesia in March and April. Currently treks are going on in Africa and the Philippines. Over twenty new faculty have been trained globally to carry on GWF courses to be held in May and June.

# GLOBAL COMMUNITY FORUM

*The Community Forum campaign has taken colleagues from around the globe to very out-of-the-way places. Due to the vastness of the territory and the sparseness of population, northern Canada captured the imagination of many. This is an orchestrator's report of one such Community Forum Canada.*



**COMMUNITY FORUM, CORAL HARBOUR, NORTHWEST TERRITORIES**

The most northerly Community Forum in Area Edmonton was held in Coral Harbour, Northwest Territories. The only settlement on Southamptton Island, it took two days to get there from Winnipeg and two days to get back. Only two planes per week stop in Coral Harbour and that is only in good weather. During the flight in, we watched the sunrise for two hours and landed at 6:30 a.m. All we could see was white. There were no signs of life until we actually touched down next to 12 snowmobiles and two bombardiers.

We were welcomed with a laugh from the manager of the hamlet office who said, "I thought I told you to dress warm," as he hustled us into a bombardier! Then he, the school principal and all of the men, women and children there, unloaded the week's supplies from the plane, some jumping into the holds and the other chaining the crates and boxes to waiting vehicles.

As we bumped ten miles over the ice to the hamlet, packed in on either side with crates for the Hudson Bay store, we were reminded to set our watches ahead an hour because Coral Harbour is in a different time zone than the rest of the Northwest Territories.

They let us off to stay with one of the teachers, a French woman from Alberta who had just returned to Canada after three years in Nigeria. We were right at home with her from the start and spent the next two days talking about the Nava Gram Prayas (New Village Movement) in India, Africa and around the world. She also walked us through the hamlet, introducing us to the children who soon spread the word that there were strangers in town to do a Community Forum. We also met the Oblate priest, who had spent forty years in the Northwest Territories and taught some of the residents in Coral Harbour how to read and write the new script of the Inuit language. He gave us some great insights into the community's past and the depth of community life there.

*The Forum was very exciting.* More than half of the participants were Inuit. A man and woman provided simultaneous translation throughout the five-hour Forum, translating the document into Inuktituk at the same time, so that everyone could read their resolves in the document they took home when we finished at 1:00 a.m.

The group was forced to be extremely concrete in their contradictions and proposals because even the notion of "an industry" is an abstraction to the Inuit people. It is not part of their experience. With the tension between white abstractions and the Inuit concreteness, the contradictions were difficult for the groups to work through. **The breakloose came** during the proposals, when each person realized that his ideas had value, and that together they could design a transformed community. The song, written to a favorite children's tune, *Okie from Muskogee*, was an immediate hit. It was titled, *We Don't Need to go South from Coral Harbour*.

*One reflection* was that such a varied group had never looked seriously at the hamlet's future before. Others said they would not take for granted now that their fate lay in the hands of the government.

A family who attended the Forum gave us a ride to the airstrip the next day. We wrapped ourselves in all the warm clothes we had for the three-hour flight out with three other passengers in a Twin Otter which had almost no insulation. *The entire trip we found ourselves scheming for another chance to visit and talk with people who live in this land of constant awe and mystery.*

**SCOTLAND HERALDS TARTAN SWIRL**

*The Year of the United Kingdom* has seen an intensification of Town Meeting activity in the Tayside region of Scotland. As an experiment in mass impact and rapid set-up, three teams were sent to this strange gateway to the Highlands, a land of ancient tradition, growing in tourism and urban bureaucracy. Riding on the wave of the 400 person Whitfield TM and the subsequent nod of Tayside political leadership, over 50 meetings were held nightly in a four-week blitz for communities considering setting up a Town Meeting. *The Tartan Swirl* resulted in eight Town Meetings. The campaign learnings were staggering. It became dramatically clear that in the socialist nations in the UK, grassroots decision-making is one of the most powerful issues at hand.

The London Area Council built a totally new marketing strategy on the basis of these learnings. An indirect approach to the issue of local decision making will prove to be the key to England this Spring. The troops have been prepared for this moment. TM Wales built the maneuver mindset, TM Scotland has birthed the marketable image, TM England now draws the arrow of mass impact in the strongbow, to let fly the awakening campaign in *The Year of the United Kingdom*.

## TWO FACES IN KOREA:

### KUH DU E RI/KWANG YUNG IL

Doing a second HDP in Korea was part of a national maneuver to tie the Kwangyung Project more closely with the mainland HDP. The maneuver involved selecting a northern village comparable to Kwang Yung Il on Jeju Island in the south in terms of need, eliciting the decision of such a village to become an HDP, training the villagers to be Project leaders and initiating demonstration activity prior to the Consult. Kuh Du E Ri is close to the 36th parallel (DMZ) in the province of Kang Won. It was selected in November after extensive visiting throughout the northern countryside.

Kuh Du E Ri is located two hours from Seoul and 20 minutes southeast of Cheonchon City, the provincial capital. It is a long, narrow village at the end of a road in the foothills of the Great Dragon Mountains. The houses have thatched roofs.

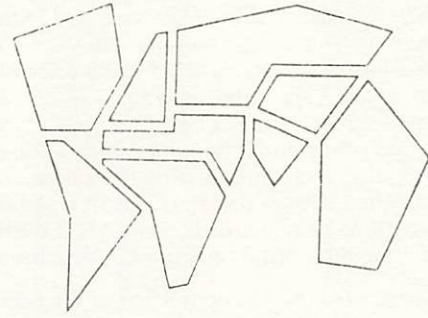
The December Town Meeting was a great awakening event. The village formed a deep resolve to transform the community. They decided to send ten people to the Human Development Training School (HDTs) in Jeju. Money was raised in the village (over \$1,000 US) to send their representatives. Six men and four women attended the HDTs. They studied the Jeju HDP document and learned to use corporate workshop methods, participate in leadership roles and make Development calls. The Kuh Du E Ri County Chief came to visit the school and joined in a day-long bus trip around the island.

Following the school, Kuh Du E Ri heard a full report. The HDTs grads came home excited about the village and its possibility as a demonstration sign for the mainland. They set up a series of community workdays. Kuh Du E Ri built vinyl houses to grow vegetables during the winter. The County Chief donated materials and funds to construct a new village hall, store, community kitchen and auxiliary housing. As soon as the weather began to warm, construction was quickly begun on the village hall where the Consult would be held. The auxiliary has now moved into its new quarters. The Consult team and consultants have settled in their host village homes. The Consult began Sunday, April 23, 1978.

While Kwang Yung Il hosted the HDTs, another focus of activity in that village was the two agri-businesses that have prospered as a result of the villagers' corporate decision to succeed in the pig industry and the chicken farm. Neighborhood piggeries have been developed where formerly each family owned its own pig. One of the villagers plans to attend a training school for pig care and share his new expertise with others. The 1,100 hens continue to lay 900 eggs per day, keeping the Trading Post well-stocked. Kwang Yung Il villagers are deeply excited about the changes that have occurred in their village over the last three years and have high expectations for the future. They plan to share their expertise with Kuh Du E Ri as consultants.

제주도 인간개발사업

공령리 시범마을



## IMPLEMENTING PROGRAMS GLOBALLY

### Delta Pace – Economic Intensification

Economic Acceleration Week researched 12 different business ventures that could become potential income sources for Pace. A trip was made to Cuba, Missouri, to investigate the machinery necessary for concrete block products. Several visits with potential business partners in banking, laundry/drycleaning and pharmacy were made. A facility, given rent-free to the Project for two years was transformed into a restaurant/bakery in one Saturday work day. The restaurant acquired a new patio as the result of looking into another industry for the community – a patio paving industry. Many possibilities are opening up for new businesses in the community of Pace, Mississippi.

### Kamweleni – Adult Education

The first adult education night started with villagers attending a training meeting. The industrial training group began with studying blueprint reading. Ongoing evening literacy classes are in three languages: Kikamba, Kiswahili and English. The classes have continued to increase in size each time they meet.

### Murrin Bridge – Community Life

Fifty consultants, eighty local community people and 100 youngsters made this Australian Consult a profound event. Immediately after the Consult work began on visible signs. The community grid appeared on many new trash barrels around the village. A community bulletin board was made and erected. The week following the Consult, an Assembly was held where the villagers decided the tasks that needed to be worked on during the next three months. Stake meetings are held every week and the Murrin Bridge Voice is delivered weekly to all the residents.

### Inyan Wakagapi – Vocational Training

Four new CETA positions have been awarded to the community to allow five people to be salaried. The Comprehensive Employment Training Act has funded salaries for three day care teachers and two shopping center workers. Two of the teachers recently had the opportunity to travel to Fifth City in Chicago to view the children of the Fifth City Preschool. Site visits to other day care centers are part of the ongoing staff training being done in daily planning, weekly study and workshops on Imaginal Education for the teachers and volunteers that help in the center.

# GLOBAL SOCIAL DEMONSTRATION

**KAPINI HDP OFF AND RUNNING**

The Kapini Human Development Project is made up of three villages: Kapini, Malebano and Mulowa. It is lush farming land located in Chief Mungule's area in Central Province, 15 miles north of Lusaka, Zambia. Its residents are of the Lenji tribe, with some Ngoni, Soli and Tonga. The local economy is based on agriculture with challenges of malnutrition, infant mortality, inadequate irrigation and youth leaving the village. The Project was launched with 700 at the Consult Opening and 125 attending daily. Outside consultants swelled to 35, including three from Shantumbu, who have joined the staff.

Barbara Alerding, a consultant at the Kapini Consult, noted, "The Consult was probably the best one we've ever participated in. Everything clicked together smoothly and beautifully. The response of the villagers was electric and they came together as fast as I have ever experienced. . . village people translated and they did a marvelous job."

The Consult used a shortend day timeline — doing the workshops from 4:00 to 6:00 p.m. and ending with dinner and tremendous corporate song fests. All five teams met in one large tent. It was a good timeline for villagers because it allowed them to get home before dark to a village with no electricity. The closing celebration saw the debut of 100 new preschoolers who sang for the whole assembly. The five village women who cooked all week sang at the closing in the close harmony that they had been singing in all week in the kitchen.

The foundation for the Auxiliary house, designed to house 22 people with 13 rooms and a large collegium room, was poured during the Consult. The walls have been made with bricks from the new brick factory. Over 150 preschoolers attend class every morning with 10 village teachers. A credit union and general store, started during the Consult, are continuing. The community garden has been plowed and planted. The community kitchen is feeding the preschoolers every day. The auxiliary finished all of the implementaries and is raring to go with over 13 on the staff. Kawangware sent one of its well-trained farmers to be a part of the Kapini staff for two years. Kapini HDP, with a spectacular Consult and first three weeks, is moving quickly down the road in village participation and external visible signs.



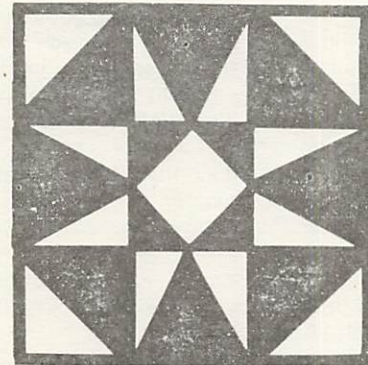
**NEW INDUSTRY FOR LORNE DE L'ACADIE**

*(Taken from Lornecraft brochure, advertising local products)*

Our ancestors were the earliest Europeans to settle in North America. While our lands passed back and forth between the British and the French, we remained proudly independent and quietly developed our own family style of life. But the conflict became too big. In 1755 we were expelled from our homesteads and villages and dispersed across the continent. Many of us refused to stay away from home, struggling back over hundreds of miles to northern New Brunswick where we founded the new l'Acadie.

We Acadians have been making quality hooked items for a long time. Our forebears dyed rags with homemade dyes and hooked these shreds onto old burlap feed bags. Today, the women of Lorne de l'Acadie have rediscovered the colors and patterns used by pioneer ancestors and are reviving the age-old practice of Acadian rug-hooking. Our patterns are inspired by quilt designs and our colors are the colors of the earth about us.

For further information, LorneCraft, P.O. Box 90, Lorne, N.B. E0B 1Z0, Canada.



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# CAMPAIGN NEWS



CONCERNED WITH THE HUMAN FACTOR IN WORLD DEVELOPMENT

WEEK NINE

MAY 31, 1978

## TOWN MEETING – WHAT CAN HAPPEN

**ASTORIA, S.D.** – The success of this program has proven that the real strength of the community lies in its people. We now have the courage to take on other projects, thanks to the essential spark provided by the Town Meeting.

**OLIVET, S. D.** – Olivet is a town of many senior citizens. The Town Meeting raised the question of whether it was worthwhile for people to go ahead and raise the down payment for sewer and water. Noticing some hesitation, an 85-year-old citizen reminded his fellow neighbors that they were living with the comforts of electricity because of townfolk who scrimped to install electricity, even though many never lived to see the system installed. After the meeting, residents collected the down payment and the system is on its way.

**DALLAS, W.V.** – Three projects proposed at the Town Meeting are underway. A contractor has been located to level land for construction of a basketball court. Funds have been secured for a feasibility study for an improved water system in this small mountaintop community of several hundred people. The community has decided to continue as an annual event the Fourth of July Festival, one of its key past achievements from the Bicentennial year. Dallas, in Ohio County, West Virginia, is on the move.

*The entire North American continent is experiencing the fast-moving Town Meeting wagon. The trend toward local initiative and corporate planning is seen in over 4,500 Town Meetings in the USA since 1974. By June, 1978, every corner of the land will have participated in the forums. The movement is catching on elsewhere, as 21 countries translate the workbook and proceed to use the Hopes/Challenges/Proposal Workshop to activate the existing potential in their towns.*

DECEMBER '77

MARCH '78

JUNE '78



## 800 STUDENTS PARTICIPATE IN CYF

On April 21, 1978, the largest Community Youth Forum (CYF) to date was held at Messmer Catholic High School in Milwaukee, Wisconsin. Over 800 students and about 75 teachers participated in the event. A group of 50 students from the high school who had been trained several days before the CYF led the workshops in their home rooms.

During the day the students eagerly participated, articulating their hopes and dreams for the year 2000 and then building a plan for how they, as youth, could play a significant role in carrying out these plans in their own local community. The workshops were conducted in 28 separate home-rooms. Later in the day the students came together as four class groupings: freshmen, sophomores, juniors and seniors, to share the results of the workshops, focus and consolidate their work, and prepare their report to the whole school.

Each of the two workshops was preceded by a brief spin. The first one was "The New Youth." The second one was "The New Vocation." A rock group from the school provided entertainment during lunch. After lunch the Story, Song and Symbol Workshop utilized the creativity of the youth as they symbolized their new understanding of the role of youth.

The greatest excitement of the day occurred when the students came up with the practical proposals and timeline for how they could provide a unique response to the underlying challenges facing their community. As the youth laid their plans for events such as reactivating old recreation centers and initiating community clean-up workdays, their readiness to act was quite apparent. A similar response in other Community Youth Forum's in Europe, SEAPAC and North America indicates a new willingness on the part of youth to participate in the rise of local communities across the world.

This was the sixth of eight CYF's held in North America thus far this quarter. Still more are scheduled on several continents. For scheduling information contact: *Global Operations Centrum*  
Tel: (312) 769-6363, Ext. 15

**GONE GOLD** – All Belgian provinces (33) have held a Town Meeting since January 1, 1978!

# GLOBAL COMMUNITY FORUM

## HEY TENNESSEE — WHAT A GREAT PLACE TO BE!

May marks the month that Tennessee went gold, when the Town Meeting volunteers hit the *Volunteer State* from Memphis to Kingsport and grew to know and love the local turf. Tennessee indeed sings to the country music sound. Such great music memorables as Elvis, Handy, Minnie Pearl, Isaac Ray and the Grand Old Opry began here. Many of the TM songs used tunes such as *Them Old Cotton Fields Back Home* (Sommerville) to express the country yearnings of the town.

TOWN  
MEETING



Southern hospitality is a way of life in Tennessee with local families putting up circuiting teams after the Town Meeting and serving heaps of homemade biscuits, country ham, grits and eggs for breakfast. Tennessee is the home of the famed *Tennessee Walking Horse* TMs were held in *Wartrace*, where the first world champion *Walking Horse* was born and trained, and *Belfast*, which has one of the largest *Walking Horse* breeding farms in the world. Both TMs focused on the challenge of combining the quality of rural life now available while facing the complexity of urban living. Tennessee is where Jack Daniel's whiskey is made. The TM in *Lynchburg* pointed out that although over half its population is employed in that industry, the county is dry. Four TMs characterized their towns as the *Moonshine Capitol of Tennessee*, having more illegal stills hidden in its mountains than anywhere else. This wildness frequently took the form of harnessing that individual spirit and initiative to benefit the town as a whole. Frequently mayors predicted that the TMs would end up in fist fights when the town opposing factions got together. One town remarked after the TM that it was the first time that the community had gathered peacefully to talk about any of its concerns.

*LAND AND TRADITION* are very important in this pioneer state. Davy Crockett was born and raised here and his rugged individualism is still felt in the Tennessee hills. Many natives can trace land rights back 200 years. Freeing up land for new housing was a concern in many of the TMs. The *Hillsboro* TM focused on the issue of whether to incorporate as a town or be annexed by a larger nearby city. The town found it could no longer exist without making a commitment one way or the other; there was no middle ground. *Wednesday night is Church Night* in Tennessee, which meant that very few TMs could be held on that night. The influence of the church on the lives of the local citizens is profound. Many TMs opened and closed with a prayer and often many ministers would show up at the TMs to host, lead singing and type to enable the documents of the evening.

The beauty of the Smoky Mountains will remain forever in the memories of the circuiters. TMs held in these small isolated villages were memorable local events, with a large percentage of the population showing up for the celebrative occasion. Front page newspaper articles heralded the arrival of the circuit team and was the occasion for potluck suppers and the "royal treatment." *Photographers and reporters* both covered the news scene and participated in the workshops, often becoming the strongest advocates of the TM program and making recommendations for further Town Meetings and activities.

Finally, TM Tennessee leaves a residue of Those Who Care across the state, from mayors and senators, bankers, farmers, housewives, ministers, blacks, teenagers, horsemen and senior citizens to whiskey distillers and riverboat pilots. At the end of a TM, the circuiters hear the familiar "Y'all come back and visit us now, ya hear?" — to which the age old response is "Sho 'nuf."

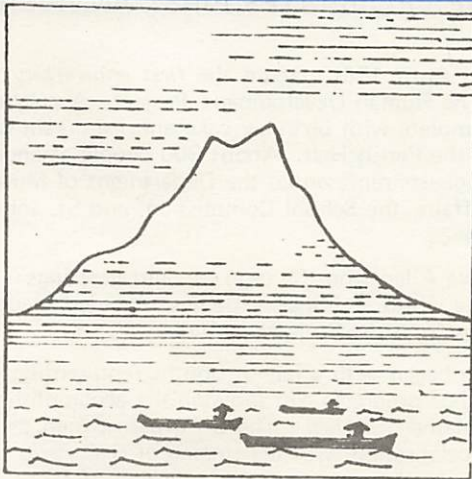
## STRONGBOW ARROWS STRIKE HOME

*Operation Stronabow*, the Town Meeting England campaign, has left its mark on the villages of the North. On target were Skelmanthorpe in West Yorkshire, Skelton in Cleveland County, Bearpark, Kibblesworth and Wear, resulting in the two northernmost regions of the U.K. turning solid gold with only three regions remaining untouched by the golden arrow. *Phase Two of the campaign* is now centering on the East and West Midlands and East Anglia.

Key aids to being on target included strong leadership of local clergy in each TM; the help of a dozen colleagues in making set-up calls; and the acquisition of inkind vehicles for mobilizing two teams for four weeks.

*All of these communities* have populations between two and three thousand, with an average TM attendance of 45 to 50 villagers. *When the golden arrow touched Skelmanthrope*, participants found themselves staying past the official ending of the TM to select a committee to 12 to start moving on the principle proposal of creating a community center. *Skelton* proved to be another nonstop exchange, with excited discussion continuing on nearly an hour after the meeting had "ended." The *Bearpark* meeting involved strands of the entire village, with 40 children, five teachers and also the local colliery choir providing entertainment at the Interlude. Homemade scones, donated by the village women, added a special touch to this event.

With such enthusiastic participants, *Operation Strongbow* should be heading homeward soon, decorated with golden ribbons for a glorious victory celebration on behalf of the awakening villages of the United Kingdom.



## SURUSUP, SABAH

Sabah, one of the eleven states in the Federation of Malaysia, was known to seafarers of the old as the *Land Below the Wind*. A state rich in culture populated by Kadazan, Bajau, Murut and Chinese peoples, Sabah is situated at the Northern tip of Borneo and is covered with dense forests, majestic mountains, sweeping rivers and fertile soil. Sabah ranks as one of the resource-rich areas in Southeast Asia through development of its mining, timber and agricultural resources.

The fishing village of Surusup, inhabited by the Bajau people, was chosen as a site for a Human Development Project. The villagers own agricultural land and had in the past been tillers of the soil as well as fishermen. Surusup is located on a sea cave off the South China Sea, 27 miles north of Kota Kinabalu. The Surusup HDP Consult began May 28, 1978.

## SUNGAI LUI FIRST ANNIVERSARY

**THE BIG DAY ARRIVED!** Guests started coming in, including the U.S. Ambassador, the leading lady of Malaysia, Tan Sri Fatima, and several top government leaders from both Federal and District levels. Local village leaders gave formal greetings to the dignitaries. The project pre-school children in their new uniforms, sang for the crowd. Cultural dances and traditional Malay Martial Arts were performed. Visitors were taken on tours while exhibits from all the G Guilds were on display.

The evening was called a *Cultural Night* with 600 people present to enjoy singing, dancing and drama contests. A few comments during the reflection were:

*"This is the first time youth from all parts of the village have worked together."*

*"This is the first time we (the villagers) have organized a major event by ourselves."*

## EL BAYAD: GLOBAL VILLAGE

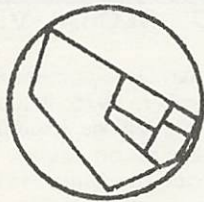
El Bayad Human Development Project which was initiated in December, 1976, is located near Cairo, Egypt. The first *Village Assembly* in El Bayad was held from 4-8 p.m. on Friday, April 14, in the plaza just outside the Guild Hall. All six guilds reported to the community on the accomplishments of the past quarter and plans for the coming quarter leading up to the June 30th celebration. The stakes also reported and the leadership for the coming quarter was commissioned. Printed copies of the reports which had been corporately prepared at week's stake and guild meetings were distributed.

*The sound of drums, flutes and singing over a loudspeaker gathered 300 people from the village.. Many others listened from their doorways. Highlights of the event included learning the Hamrambee song from Kenya, taught by Humphrey and Benedetta of Kawangware HDP and tasting marmalade from the women's industry served on fresh bread from the new village bakery.*

The new **Stake Construct** has enabled the acceleration of local stake leadership. Stakes are the geographical divisions of the village into care units. Monday night, two to three people from each stake gather for stake leaders' training. The construct of the stake meeting, which is held Tuesday evening is rehearsed. The literate person from the stake takes notes. If any stake is not represented the group assumes responsibility for the leadership of that stake meeting. Presently, stakes are collecting money from each family to buy paint to do a village side door painting campaign. *The victory of the stakes this past quarter was indirect, but real..* Some children had been playing with the trickle irrigation system in the desert garden plot, turning it up to get drinks and so forth. When the issue was placed before the stake leaders the decision was made that the families in stake six who bordered the desert would watch the plot. The first two children who were caught were taken to their father and disciplined. There was no further problem. This result was unheard of in Bayad where, in the past, a guard had to be hired to watch anything that was not locked up. Without the stakes, the desert reclamation project would not be happening.

**Global Women's Forums** were the first impact events in El Bayad and the Middle East. A GWF held in Mardi included women from the European and American community. Also present was a guest Serza Nabarai, the first Egyptian woman to publicly remove her veil—in 1923, as part of a demonstration involving 300 women. She is now 82. Her word to the group included the advice that women everywhere need to work together. Three Forums were held in Bayad. One of these was held with the women who are directly involved in the Project. One was held in a Muslim home with women who do not go out and was recruited by the husband. The third was held in the Community Kitchen. The Forums were fine events.

# GLOBAL SOCIAL DEMONSTRATION



**ECONOMIC ACCELERATION JOURNEYS  
TERMINE TOWARD COMPLETION**

On March 18 an *Industrial Fair* was held in Termine, a rural village in Italy. The Fair concluded two weeks of work on the Economic Acceleration of the Human Development Project there. It was held in the Community Center, located on the piazza. This is a central node for social activity where the people of Termine gather every Saturday during the cold winter months. The Fair drew a good crowd.

Professional displays of products from **Termine Industries** and their projection charts lent an air of possibility. In the afternoon over 100 people passed through the small hall. In the evening they returned for a celebration and dancing. Accordians and fisarmonicas battled with modern cassettes, manifesting the cultural interface the village of Termine experiences constantly.

For the first time in Termine the symbolic Italian node, a coffee bar, was opened. Housed in the Community Center it is operating with a fully qualified bartender--a young Terminese. Displays of rabbit production projections and sample Termine handmade and machine made sweaters brought compliments and amazement to the villagers. The men were particularly interested in the flow chart of the furniture factory.

This event, as the capstone to two weeks of intensive work, set the Termine Project on a new leg of its journey to completion.

**LORNE CELEBRATES FIRST ANNIVERSARY**

Sunday, April 16th marked the *first anniversary* of the Lorne Human Development Project. A celebration complete with birthday cake and ice cream was held at the Parish Hall. About 300 people attended. Special guests represented the Department of Municipal Affairs, the School Commission, and St. John's Ambulance.

Mr. Steve Allen from Chicago brought greetings from the world and Sherine James extended special greetings from the Projects in India.

The day began with a fair of booths representing the various programs and showing the accomplishments of the past year. The Brownies opened the formal celebration with the singing of *O Canada*. The preschoolers captured the attention of everyone with their new green uniforms and the singing of their morning ritual. Following the singing, a slide and tape show was presented, showing events and scenes from the past year. This included pictures of the first fire truck, the strawberry patch, youth outings and the new fire hall.

A report was given by a community representative of each of the programs. In the midst of the reporting, it was announced that a house in Stake I was on fire. While the firemen took off, no one else moved. This was a fine illustration of the confidence which the community has in the Volunteer Firefighters Association. The formal part of the celebration closed with the serving of the ice cream and cake by the Brownies as two elders sang songs of the past. A great day celebrating **Lorne's Greatest Year** was concluded with the singing of the Social Demonstration Love Song.



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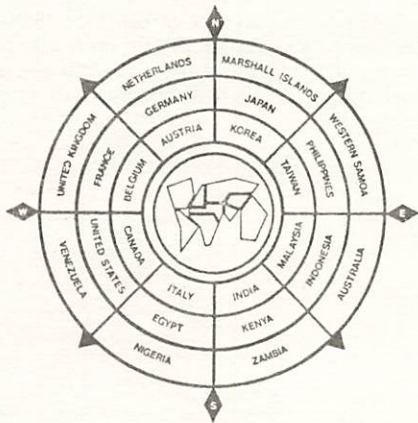
# CAMPAIGN NEWS



CONCERNED WITH THE HUMAN FACTOR IN WORLD DEVELOPMENT

WEEK 13

JUNE 20, 1978



## COMMUNITY FORUM: EUROPE GOLD BY JUNE 30TH

Town Meeting volunteers in Europe have turned their attention to golding the continent by June 30th. The **United Kingdom** is doing Forums by regions, with only ten to go. Eight were done in May, with the final two set up, making the final completion date June 15. The United Kingdom plans 40 more GCFs by September 1, doing one per county. **Belgium** celebrated its completion victory the last weekend in May. **The Netherlands** campaign is going well and the country will be gold by Week 11 (June 17). **Germany**, using long range planning and set-up models, is set up to be done by June 27. **France**, utilizing the expertise of Monique and Dominique, two French women volunteers, has eight more TMs to do, with a timeline of two weeks to do them. **Italy** has the task of completing 12 TMs. The church entre of Father Bob Rank has been helpful there.

Two important breakthroughs have resulted in the Community Forum: Europe campaign. For the first time, troop maneuvers were done for the entire continent to complete the districts. Volunteers from London are circuiting in Italy to enable the Foro completion date there. The other breakthrough has been switching to rapid set-up. Tom and Connie Greyschock, TM volunteer veterans of the TM: Texas campaign, recently moved to Brussels, and have been traveling throughout the continent doing a report on Texas that seems to have shifted people's imagination. As a result, timelines for completion have been shortened and volunteers have a newly-found confidence, resulting in Forum victories. The continental completion is just a beginning. Watch for a GCF explosion from Europe in the fall!

## NORTH AMERICA GOES GOLD

On June 8, 1978, the culmination of four years' decision to do Town Meetings in North America came to a climax. Alabama, the last state to stage a TM campaign, went gold with the completion of its 67th Town Meeting.

**HISTORY:** The long TM march began in Lacey, Washington in 1974 with 300 citizens and eight orchestrators present. On June 8, 1978, 39 Local Community Convocations (LCCs), the forerunner of the Town Meeting, were held simultaneously in urban centers across the continent. These were day-long events with a steering committee, children's structures, workshop leaders' training and an evening celebration. In 1974, **88** TMs were held; in 1975-76, **349** happened. In 1976-77 the number increased to **815**, and in 1977-78, **2,736** were spread **continentally**.

**VARIATIONS:** Town Meetings have been adapted to meet the changing face of North America. During the last two years, Americans and Canadians of all ages and walks of life, suburbanites from Shaker Heights, Native Americans from North Dakota, blue collar workers from Chicago, farmers from Emmetsberg, Mexican Americans from Richgrove, Acadians from New Brunswick, Eskimos from Coral Harbor, Mormons from Koosharem—have participated in the 20th Century version of the old fashioned Town Meeting. TMs have been held for senior citizens, prisoners, communities, youth, schools, clubs (Jaycees, Lions, etc.) around special issues (CIF—law enforcement) and neighborhoods. **On March 28, 1977, 100 Town Meetings** were held in Oklahoma on one day, breaking loose flexibility in set-up, time design and orchestration. The Mail Order TM came into being in January, 1978, as well as the phone set-up model. Area San Francisco pioneered the Powers Model for the evening Town Meeting. The State of Iowa was done by two full-time circuiters and a handful of part-time help.

**ADVANTAGE:** Awakening has happened in every county. As a result of the TM program, valuable research and insights have been gained in rural America and Canada and the door is open for further work in that arena. Concrete work has gone into maneuvering and working a campaign. TMs have remained apolitical, yet have received backing from political parties and individuals. Town Meetings has allowed a gridding of each state, province and county that has paved the way for the social demonstration network.

**The 3,341 counties are just a beginning.** County saturation, like that being done near Edmonton, is happening. TM continues to awaken citizens to the possibility of participating in shaping the destiny of local community and forging the future.

# GLOBAL COMMUNITY FORUM

## CYF TREKS TO ASIA

Kim Rafos and Mark Jewell have recently returned from a Community Youth Forum (CYF) trek that took them to Oyubari, Osaka, Taipei, Kaohsiung, Hong Kong, Manila, Sudtonggan, Davao, Langub, Kuala Lumpur and Sungai Lui. These two 18-20 year olds set up and held 17 CYFs and trained 45 local youth as faculty in their ten-week odyssey.

Six of the Forums were held in rural villages where the readiness of the youth to pick up on responsibility was awesome. A CYF was held in the former PCE community in Manila. The singing and clapping at the end of the eight-hour event was a result of the excitement over the proposals. Over 60 participated in the course, with 40 adults standing around the edges observing. The community priest offered up the proposals and the results of the evening at a mass that night. Among the proposals was one for improving sanitation through health education. That evening the participants stayed to pull together a list of people to contact to implement the proposal, and made assignments to see that the tasks were carried out.

In the urban CYFs, most of the participants were university students and individuals involved in community organizations. In Asia, a youth is anyone who is not married. Frequently youth in their late twenties came looking for new images of engagement. In Sudtonggan, one of the key "youth" was a 48-year old man. In all of the Forums, youth were released to new avenues of caring for the local community.

Both set-up and time design were experiment with on the trek. Some Forums were day-long events, although in Japan a four-hour model was tried with school students. The six-hour time design seemed to work best in the rural CYFs and offer great flexibility. Some of the courses were set up previous to the arrival of the team, but frequently the local ICA office gave the team a list of people to contact and the youth took it from there. In the villages, the global youth team went door-to-door calling with village youth and made use of a stake steering committee dynamic composed of four or more youth. Almost all of the courses were done in translation. All of the workshop leaders were local youth trained the night before in a special training session.

The CYF format has now been successfully tested globally. Another CYF team travelled to Europe and SEAPAC testing the method. The construct worked well, with minor local adaptations in the talks. The Area and the Nexus have been given an opportunity to experience a new awakening tool globally. Many CYFs have opened doors to setting up Town Meetings and GWFs in specific locales. In the Human Development Projects, the CYF served as an acceleration tool. Funding sources and government agency authorization were other spin-offs of the event. In Langub, in the final plenary session, the question was asked, "Who is going to do these proposals?" At once the youth responded, "We are," and got up and proceeded out the door to carry out one of their proposals.

## CMA: AUSTRALIA EXCITEMENT

*The vast continent of Australia, with sparse population centers and mighty distances to travel for shire (county) coverage, is maneuvering on many fronts.*

**COMMUNITY FORUM WESTERN AUSTRALIA** is at the midpoint of the state campaign due to a fine response from local governments, community organizations and local leaders. Using a long-range set-up model, circuiters have been presenting CMAs to demonstrate the method to the community on a team basis. Then the community extends an invitation to return and "do it again." Staff and colleagues have covered over 28,000 kilometers, mostly by road. Travel amounts to the biggest campaign expenditure although circuiters have received generous reductions in air fares.

SECTOR	MEETINGS HELD	MEETINGS SCHEDULED	PREPARATORY TALKS BEING HELD
Kimberley	2	-	-
Pilbara	3	1	-
E. Goldfields	1	2	1
Murchison	6	2	3
Wheatbelt	1	1	8
South Central	1	3	5
South West	1	5	4
Metropolitan	7	2	6
	22	16	27

A recent Western Australia victory happened in **Wittenoom**, the site of the incredible Wittenoom Gorge. The town was visited for the first time on Tuesday, without any previous introductions and a Town Meeting was held Wednesday night with 12% of the town's population present. This part of Australia, the *Pilbara*, consisting wholly of mining towns, pastoral stations and aboriginal settlements, requires much, but the way is being paved for an exciting future of rapid set-up CMAs.

**SYDNEY** reports exciting breakthroughs in their *Hunter Warrior Maneuver*, which was completed by one team in two weeks. The maneuver began with three CMAs on one day that had been previously set up. One was held in a suburban community that had been in the chute for seven weeks. Nine others were held in the two week period with two additional dates set for July. Over \$1,000 was spent over the seven weeks and \$1,000 was developed to make this a self-supporting maneuver. Crucial for advocacy were weekend visits with Guardians, who broke open national networks and endorsements at the district level. Local GWF grads were a source of community contacts. *The power of the CMA came during the workshop conversation* at the beginning on past achievements (turning points), present struggles (why are you living here) and the hopes and dreams of the new community. This was the first maneuver ever in New South Wales, and was done by weekend troops.

Australians anticipate county coverage will be complete in September. Upon its completion, it will become the most densely penetrated continent with the largest percentage of its population having attended a Community Meeting. With the series of GWFs held there in March and April, plus the added advantage of two thriving HDP sites, Australia has much to show and tell the world about comprehensive program coverage.

## development

### HOW THE U.K. IS WINNING

Offices in the United Kingdom, and in particular, the Glasgow office, have been experimenting with a pattern of Development calls which appear to be a winning combination so far. What now seems to be a winning story is to open a call with a general spin about the global nature of the ICA, including the church origins, followed by an HDP outline, then on to Town Meeting and the cross-Scotland nature of the campaign. Then comes talk about the need for a broad base of support from many companies for a relatively small amount. The asking amount has been consistently 100 pounds (\$200). This approach has brought a high rate of response, in amounts of 50 to 100 pounds.

Key to this whole campaign has been letters from the Confederation of British Industry, an employers' association across the United Kingdom numbering thousands of companies, large and small. As more and more companies are giving, ICA credibility is building upon itself.

The Isle of Dogs HDP reports that foundations and trusts have donated 10,000 pounds, 5,000 of which were donated by small groups and individual donors. Many of the individuals are giving regularly by means of banker's orders and several have signed Deeds of Covenant, a designation of a stated amount for a period of seven years. A Deed of Covenant increases the value of a donation by 50%, since the income tax is recovered by charity.

## operations

### NEXUS SUPPORT FORCES

One of the functions of Operations Centrum is that of being the support forces for the USA 12 HDPs. In the past six weeks, three major arenas have consumed the time and troops at Chicago Nexus to enable the smooth running Consults at the Project sites.

**Consultant recruitment:** Each Project has unique needs. During the Guardians Consult, many Guardians volunteered to be consultants at the USA 12. Nevertheless, certain specific need arise (Spanish translators for Asherton HDP, Medical personnel for Mill Shoals) that call for last-minute recruitment.

**Materials provision:** All of the songbooks, manuals, charts and supplies for the USA 12 come from Chicago. They either travel with consultants or are shipped UPS or air freight. Printing, packaging and moving materials often happen on a moment's notice when an HDP needs a certain item quickly.

**Ticketing:** Over 24 coordinators, 60 team leaders and enablement troops needed to be moved to the USA 12. An overall plan for mobilizing personnel was created and then inexpensive ticketing was researched. Trains, planes, buses and cars were used. On the day of the "big move" lost PTA'ed tickets, lost consultants, missed connections and stranded participants were part of the complexity of details dealt with.

Allowing local man to participate in a Consult clearly is not just an on-site venture. It involves the participation of many support forces and lots of elbow grease.

## research

### THE GLOBAL RESEARCH ASSEMBLY

Invitations have been sent out across the globe to the GRA to be held in Chicago, Sunday, July 2 to Saturday, July 15. This will be an opportunity for colleagues who have been working Town Meeting and Social Demonstrations to share their insights gained from last year's work and to forge the thrust for the year ahead.

**AWAKEN** the grassroots to the task of caring for the future. The decisions elicited from local man through TMs and HDPs will be utilized to enable others to join in that care.

**ENGAGE** folks in caring for their local communities. Methods for rapidly replicating HDPs require new training systems and fresh approaches to funding and delivering expertise to the local level.

**FULFILL** significant engagement for future generations. A statement of long-range vision for human development is needed for the 1980s, incorporating a new articulation of the dynamics of profound humanness.

Participation in the GRA costs \$250 for individuals, and \$450 for couples. The preregistration fee is \$50. Send registrations and fees to the Institute of Cultural Affairs, 4750 N. Sheridan Road, Chicago, Illinois 60640.

## management

### INKIND VICTORIES IN ST. LOUIS

Stories pour in from around the globe of inkind victories on the local turf. Inkinders in St. Louis were doing set-up for a Town Meeting in the Terry Park neighborhood of that city. They solicited and received a check for \$50,000 from Neighborhood Enterprises, Inc., as well as permission to use the firm's name as a local supporter. A few days later the director of NEI called to say he had changed his mind, and wanted his name removed because he was skeptical of what a Town Meeting could do in the St. Louis neighborhood. The inkinders went down to see him, explained in person what Town Meetings have catalyzed in neighborhoods across the United States and how it could benefit the local citizens. There was a pause, and then he said, "In that case, I'll help you get a few people to the Town Meeting." He ended up organizing a group of boys to hand out 500 leaflets.

# Helping poorer people

By Douglas Fullerton  
*Citizen's special correspondent*

Since World War Two the well-meaning efforts of Western countries to improve the lot of the poorer areas of the world — including the depressed parts of their own countries — can hardly be considered a resounding success.

With a few notable exceptions, the income gap between most rich and poor countries or regions remains as wide as it was two decades ago. Within Canada, for example, despite development and regional aid programs of every description, unemployment and poverty in the eastern provinces and among native peoples is higher than ever. Expanded welfare has eased the impact but provides no cure.

## Many reasons

There are many reasons why we haven't made a better fist of dealing with the intractable problem of poverty.

Hindsight tells us that one of the most important has been that government givers and receivers of help have been bemused with the idea of massive development projects — (perhaps because they can bask in the reflected glory?) — rather than adapting aid to the skills and needs of the people and to the society in which they live.

One million dollars spent on hoes, picks, shovels and bullock-driven plows, for example, may have much greater impact than a new \$100 million steel mill.

One private aid group, with the improbable name of the Institute of Cultural Affairs (ICA), has made startling progress in launching successful self-help projects in some of the most depressed areas of the world.

The origins of the movement — for it is that and not a creature of government — lay in the dissatisfaction of some Americans affiliated to several different religious groups with the inability of their church organizations to do much about the poverty around them.

Several decades ago, as lay clergy, worker priests, or simply concerned and dedicated young people, they plunged into the life of the black ghettos to learn first hand about the problems. Out of their difficult and painful experiences emerged techniques that are now being successfully applied in towns and villages of 20 nations around the world.

The essence of the ICA approach is summarized in the quotation from India's Tagore: "Our aim is to restore to the villages the power to meet their own requirements." The principal role of the ICA is that of catalyst — to rekindle local initiatives and to restore community self pride — so that rehabilitation can be self-run and self-sustaining.

Dear colleagues:

Greetings from Ijeda. Great things are happening. The Fishermen's Wharf is finished and the fish cages are in the water. We have a very active breeding cage and three growing cages — one of which is stocked at present. The fishermen have caught about 300-400 four foot five inch talapia to stock the first one. The Community Farm has had a cassava harvest and is shifting to plots for training and demonstration for local farmers. It is a shift away from salaried labor which produces no motivity and results in less production. Both stakes and guilds are going well and reaching out to engage more people. The street lighting is coming along; obviously a step-by-step process. A fine Town Meeting was held in Odogbondu with about 100 participants present. Another is scheduled for July in the Ibadan area. The ITI is set for August 6-26 at St. Augustine's Major Seminary in Jos. Both registrations and solid promises come in every day. Development is going quite well.

We have had an extremely exciting breakthrough in industry. Sewing and tailoring is a skill that is present in abundance in Ijeda. There are 43 members in the Tailors Association. Many of them are making a living doing other things because they can't make enough in the sewing business. We followed up a lead that surfaced during the Economic Acceleration Trek on building an industry around this skill. The idea was to make simple flat goods that basically require just cutting and hemming, like sheets, pillowcases, and table cloths. We went to a textile company (Nichemtex) and a major distributing company (CFAO—French acronym for French Company for West Africa) that had the same idea. Nigeria imports a lot of that kind of thing and it is very expensive. Locally made similar items are of very poor quality. Both companies were interested in finding a source that could reliably do the step between raw fabric and marketing. Ijeda is now first in line for a bedsheet and pillow case contract that would open up other items in the future. CFAO gets the fabric, has it printed and does the marketing. Ijeda citizens get it from CFAO, sew it to their specifications, press it, seal it in plastic bags with a label and transport it back to CFAO.

So much for the idea. Here is what is happening. We are working up a cost figure (per item) for a contract for moving 100,000 meters of fabric per month. This means, by our calculations, 150 jobs for Ijeda by Fall. Our figures indicate that it could be an industry with a \$500,000 gross turnover per year. CFAO is anxious to get started and we are ready. Right now there is 4,000 meters of sheet fabric in Ijeda and 12 tailors are sewing it into bedsheets. It is experiment and training for the first batch. It is giving Ijeda a source of solid employment and income that is based on a certain market.

This venture is both very exciting and very scary. The awe is genuine. It is a big risk to get into something this big, but it is a chance of a lifetime. We are learning a great deal in a very short time. The Project is getting good advice and help from Guardians, but the HDP is carrying the ball. We feel this is a giant step in Project Actuation.

Wayne Nelson

## The Citizen

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## Consensus

A common pattern is followed: a week-long consultation takes place during which residents and volunteer ICA consultants, with knowledge of similar situations, share their expertise.

This elicits from the community a picture of its hopes and dreams, and an understanding of the obstacles to achieving them. A consensus is reached; practical economic and social programs, unique to each community, are drawn up, and in most instances concrete action follows quickly.

What financial resources are needed from outside the community? Surprisingly, the experience has been that large injections of outside aid are seldom required to buttress the self-help program. Some modest funds originate from private donations and from corporations and foundations; very often government funds or needed equipment are available, unknown to the community, just waiting to be tapped.

Yet even these government outlays are usually recouped by it out of the savings on welfare and unemployment costs when the project begins to succeed. The ICA workers are usually self-sustaining, out of their own income from other work or from contributions they raise themselves.

## Good result

One notable Canadian project in which the ICA has been involved is that at Lorne de l'Acadie, in northeastern New Brunswick. In this formerly depressed village, with substantial unemployment and a dispirited populace, a "consult" was held in April 1977; it involved some 400 residents and 100 outside volunteers.

Since that initial meeting, substantial progress has been made on two fronts, economic regeneration and social development. A community based saw mill was built and an Acadian rug-hooking industry begun, and a credit union and local economic development agency formed — 38 new and permanent jobs and more on the way.

Is the ICA approach the answer to the world problem of poverty and stagnation? Not the whole answer, certainly, but one of the most encouraging examples we have yet seen of how the marriage of guided self-help, the "small is beautiful" concept, and modest financial resources, can do wonders in restoring depressed communities to a respected place in society.

# INTRA GLOBAL MOVEMENT

## INTRODUCING THE NEW USA 12 HDPS

**STARKS, MAINE** is a community that stretches over an area 25 miles long. Encased within these 25 miles are units of small farms that are intertwined among the rolling hills. The small farms are inhabited by 450 people, many of whom have called Starks "home" for generations. The other portion of the community consists of new young adults residents who are discovering another part of society called the rural.

On May 28, 1978, one Sunday morning, 250 people gathered to begin a Consult that will affect and change Starks in days to come. State Senator Redmand was there to deliver the opening remarks. State Senator Muskie sent his greetings while Head Selectman Robert Clark welcomed visitors and residents alike to the Consult. The Consult was off to a good start.

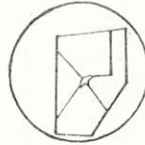
By Wednesday, 70-75 residents were present in the evening sessions. Saturday morning, rain started to drizzle down from the sky as 70-80 began planting trees, creating a parking lot, mowing hay, starting flower gardens, putting up a bulletin board and cleaning potholes so that they can be repaired.

Sunday marked the close of the Consult and the opening of possibilities for the future with 125 residents sharing in a pot luck feast.

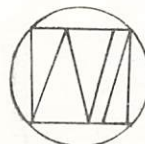
**WIDEN, WEST VIRGINIA** is tucked away within the sharp and rising ridges of Clay County, a once booming mining town now inhabited by miners, their families, senior citizens and young couples. There are 246 people living in a community that does not have a store, schools or proper water elimination facilities to offer its residents. Three weeks ago 150 people sat down to a ham dinner and the beginning of a week-long consultation. The School Superintendent of Clay County was present and spent a few minutes talking with the participants.

By Saturday everyone was ready to plunge into the practical aspects of a workday. During the day the Post Office was painted, flower beds were resurrected and the Widen Welcome sign was repaired and cleaned. Sunday 150 people gathered to hear reports on the week, listen to a banjo player accompanied by a singer from one of the neighboring towns and feast on chicken.

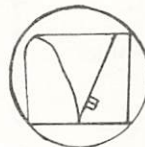
During the week following the Consult people were engaged in painting bridges so that they will be safe for the people who use them. Widen has felt the "what could be" and is ready to begin the task of making it "what is."



Starks



Widen



Richgrove



Charlotteville



Cusick

**RICHGROVE, CALIFORNIA** is a town set upon the flat lands of California, where vines produce beautiful purple grapes that sustain this small community. Its people are of Filipino and Mexican American descent.

The last week in May, citizens from the community and ICA staff members entered a week of preparation for the Consult. This entailed cleaning Veteran's Memorial Park, painting the auxiliary house and creating a large banner for the Consult. *The Opening Feast began with 800 sitting around the table.* Among the 800 were a Vice Chairman and a resident of the Inyan Wakagapi HDP. During the week, the hopes and dreams of the community began to spring forth from every corner. Sunday the Memorial Hall painting was completed and an experimental farm was cleared. The ending note of the Consult was "Maybe we are not as satisfied as we think, for we can make some changes."

**CHARLOTTEVILLE, NEW YORK** is located in a small remote river valley in the southwest corner of Schoharie County. There are 318 residents in the community who have held onto this land for years. The soil in this area is of poorer quality than surrounding areas, meaning it is more difficult to make a profit from dairy farming and crops. The people who have decided to stay in this area are independent and strong-willed.

During the consult, people became excited about telling stories of their history and recreating various organizations for women, youth and others in the community. By the end of the week a picnic table was built from wood in the area and timber rights were committed toward an integrated wood industry.

During the closing feast the people were excited and ready for the economic possibilities and social activity that are in store for their community.

**CUSICK, WASHINGTON** is a community that lies in the middle of a valley surrounded by hills and large stretching trees. Over 265 residents live within one square mile that make up Cusick. The hills surrounding this small community offer logging so that its inhabitants are able to find some sort of support.

At the end of May, 225 people gathered for the opening feast of the Cusick Consult. Sharing the meal with the community was State Senator Bruce Wilson, who began to speak about "the power of volunteer effort." *The journey had begun.*

Throughout the week people stayed until 11:00 p.m. typing and finishing up all the work from the day. By Sunday, there was a long list of accomplishments: the fire station was painted, picnic tables were built, the preschoolers were registered and a craft shop was started. Keeping in mind State Senator Bruce Wilson's words of wisdom, Cusick is on its way to becoming a united community.

# GLOBAL SOCIAL DEMONSTRATION

**NEWS FROM THE HDPS**

**NADLAPUR, INDIA:** Getting women involved in the HDP programs has always been difficult, but the promise of a village industry was the occasion to launch their participation. Fourteen village women traveled nine kilometers in one jeep to watch a charka (cotton spinning) demonstration at a nearby factory. The women enjoyed their outing and word spread rapidly throughout the village of the excited women. The next week another demonstration was held in Nadlapur. *More than 150 women of all ages and castes came to see the cotton spinning. Over 30 signed up to work in the charka unit the next week. Plans have been made to have 50 machines delivered. Training continues. This is Nadlapur's first industry, and a giant step toward doubling the village income in one year.*

**MAJURO:** The second Emporium in Majuro was a great hit. People swarmed Main Street from early in the morning until lunchtime. The local stores had great sales including Bilco, which sold over \$1000 worth of shirts, jeans and other discounted clothing items ~~that~~ one morning. The Preschool had a rummage sale which produced over \$50 to be donated to the Global Celebration on June 17. The government again participated with full time police officers to direct traffic and the sign for the emporium strung across Main Street—about 20 feet high—by the public works personnel. *This effort is a real sign of creating a new marketplace.*

**KELAPA DUA:** This year 12 farmers dared to experiment with a new rice seed. Many farmers were not convinced this new seed would work. The farmers harvested IR36 rice and all 12 received 2-4 times more than their land had previously yielded. These 12 dared to break the tradition and try something new. They will try another rice crop—two in one year, a radical change. The village has 25 farmable hectares. These 12 harvested more rice from 5 hectares than all the other 20 hectares will yield. This is a real miracle—it means that Kelapa Dua, because of the involvement of many villages in the rice program, has doubled its income.

**KWANG YUNG II:** New houses continue to appear in the village of Kwang Yung II as two more are finished and occupied this week. Along with the new homes, trees and plants are planted in "Beauty Spots."

**SERUSUP HDP AT THE STARTING BLOCK**

*The Serusup HDP, near Kota Kinabalu is off and running. Their week following the consult looked like this:*

**SUNDAY:** The villagers met with the auxiliary to select which of the 210 subtasks to do during the first week. The final document writing continued.

**MONDAY:** The villagers went to the end of the road where water transportation begins and created a park, complete with flowers, painted rocks, park benches from native wood and a fence to keep the cattle and kerabau out. Processing of pendamu began. Work continued in the Community Kitchen. The two Sungai Lui women villagers who came for the Consult were sent out and taken to the airport by the villagers. The preschool opened with 37 children and four community teachers.

**WEDNESDAY:** A community workday was held, taking advantage of the King's Birthday Holiday. Over 30 cleaned the soccer field and weeded around the school, community stage and center and health clinic. They lined the whole space by digging a straight line trench 2"x 4". Many families cleaned their yards and burned the excess jungle foliage. The community consultants from Kelapa Dua were sent home.

**THURSDAY:** A swing and seesaw were built between the school and the soccer field and have been in constant use since then. At the opposite end of the village from the park, a group of men weeded and prepared the ground for a family vegetable plot. A group of painters created six large signs—blue background, yellow border and a yellow grid saying, "Serusup Human Development Project" in Malay.

**FRIDAY:** Research began on how to do marine upgrading. Development and authorization calls were made with villagers in Kota Kinabalu.

*With a week like that, Serusup has proven itself willing and able to deal with its task of community renewal.*

4750 Sheridan Road  
Chicago, IL, USA 60640  
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Tel: 322/538-5892

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# CAMPAIGN NEWS



CONCERNED WITH THE HUMAN FACTOR IN WORLD DEVELOPMENT

WEEK ONE

JULY 4, 1978

## COMMUNITY FORUM: PHILIPPINES

In the arena of **Globalizing Community Forum**, the 66 Province Campaign was seen as a simple, rapid method of turning the Philippines gold by holding a Forum in each of the 66 provinces of the nation in one maneuver. The time was ripe for CFP (*Community Forum: Philippines*) to make an entry. Prior to 1978, CFPs had been held in nine provinces with a total attendance exceeding 5,000. In these Forums, 15% had governors in attendance, 60% had mayors present and all had representatives from provincial and municipal development offices. Each Forum was allotted 40 workbooks. The average number in attendance was 93, with a total of 5,314. The communities were primarily farming and fishing with a few urban municipalities selected.

Twelve teams systematically covered five provinces each on a one-Forum-every-three-days design, and a three-day travel, set-up, and implementation design for each Forum. At each Forum, the names of provinces holding a similar event on the same day were read. Put in the context of a national campaign, the participating communities valued their being the demonstration Forum in their province. A *National Assembly* of all team members and provincial representatives was held at Sudtonggan to coincide with the second year celebration of the HDP.

**Symbol was key.** Forum materials were designed primarily to freight symbolic power. The Forum workbook had procedures in *five languages*. The Forum logo was nationally recognizable. The Forum song, *Shoulder to Shoulder* was catchy. A forum T-shirt for every consultant became the final unifying tool for the whole campaign.

The Forum model called for meeting with the mayor, obtaining a facility, entertainment and lunch on the first day, with an evening meeting with the practice people. On the second day, attendance, recruitment and promotion were handled. On the third day was the Forum, with registration at 8:00 a.m., and document presentation at 5:00 p.m. *Many Forums ended with a community celebration. Several documents were printed by candlelight.*

**Maneuver Implications:** Many invitations for training were received. There is a demand for mass training of local leaders in planning methodology. Several provinces requested that the ICA coordinate Forums in every barangay. (*An average province has 2,000 barangays.*) The sense of having quickly measured the pulsebeat of the nation, and the intensity of the demand for training and further demonstration could make the Philippines a prime target for further impact and demonstration events.

## WHAT DO YOU DO . . . . .

### . . . . . AFTER YOU'RE GOLD?

That's the question the Edmonton Regional Council faced in April. It seemed that the necessary campaign for the quarter was *saturation*—an intensive cluster of awakening events within a concentrated geography. It meant doing Community Forum in every community, even the smallest village in Alberta, Gasby, with 12 families.



Rather than experimenting in one county, Edmonton decided to do two clusters, north and south of the city, and to do the clusters by metros rather than by counties. This cut across regionalism and political boundaries and capitalized on the existing networks that link these communities. *The other key was linking the Community Forum campaign to an intensive five week Development push.* A total of 15 CFCs were held during the campaign, bringing the CFC total in Alberta to 32. *In-kind brought in \$1500 worth of goods, services and materials like printing, cars, hotel rooms and food. Development raised \$2100 cash-in-hand. Response to the Forums was tremendous!* They ranged from small groups of senior citizens to larger gatherings of all ages of folks from the town and country. The cry at the end of each Forum was, "This is great! Now, how do we motivate the rest of the community. to carry out the proposals? We need to get together with neighbouring towns!"

**THE REGIONAL ASSEMBLY** was born. Using an evening construct, the Assembly gathered for potluck dinner and had a conversation on the CFC community symbols which formed the major decor. The workshops included a reflection on each Forum's accomplishments, motivating events, then implementaries for the motivating event. The events ranged from Clean—Up Days to Town Picnics to a *Great Goofy Boogie Woogie Ball*, a community ball to climax a two-day rodeo. Assembly participants were colleagues simply by showing up, reflecting on their care for their own communities and deciding to move to shape the future. The sense of caring on behalf of *all communities* happened through the singing of all the CFC songs and the sharing of a meal.

**THE GREAT GIFT** of the saturation experiment was care for the community and collegiality. By doing the Forums in a cluster, these communities were linked by a network of concern latent in each community that was just waiting for release. The response at the Assembly was "Our town is on the move and we can all work together." There was the possibility of replacing past infighting and competition with working corporately to care for a whole district, Alberta and the world.

# GLOBAL COMMUNITY FORUM

## GWF IMPACTS A NATION

The Philippines is a nation that has definitely felt the impact of Global Womens' Forums. Since the first "women's course" taught in Asia in 1971, the GWF idea took off. It has been successful because of the nation's total consciousness of its responsibility in developing the rural areas and because the role of the woman in society is very powerful.

Over the past years several government leaders such as Dr. Leticia de Guzman, president of Philippine Women's University, and the mayoress of Quezon City, have attended GWFs. Businesswomen such as a Chinese lady from Cebu have also found the course helpful. This spring, the entire nursing staff of San Pedro Hospital in Davao participated in a Forum. The National Convention of the YWCA held a GWF as its contextual program launching the week of meetings. Attending this convention were women from rural and urban communities throughout the Philippines.

The villages of **Sudtonggan** and **Langub** have held full length GWFs this year. In Sudtonggan, the ladies were treated to a day in Cebu at St. Theresa's College. It was the first time most of the women had ever been away from their families. Most of them had not been active in the leadership of Sudtonggan and the Forum seemed to catalyze their willingness to assume responsibility in stakes as health caretakers and school aids. The **Langub GWF** marked the first time that women had been willing to leave their infants in a corporate care structure and elicited a new dimension of village corporateness. Both Forums were done in translation with grads acting as translators.

Women who have participated in the Forums are very interested in seeing it taken to the villages. Filipino teachers have been on the staff of every Forum this year and many others are ready to conduct them. GWFs could be held under the auspices of local "Y" chapters, extension programs of the universities, women's clubs and organizations.

### COMMUNITY FORUM PHILIPPINES



UGNAYAN NG BAYAN  
TARIPNONG TI ILI  
KATALINGBANONG TIGUM  
KATALINGBAN SANG BANWA

## KUALA LUMPUR HOLDS FORUMS

Three Sungai Lui HDP villagers and three ICA staff formed **Majlis Tetangga** (GCF) teams to travel to the poorest village in the poorest state of Malaysia, *Tertak Batu*, in Kuala Trengganu. The headman of the village was so honored by the presence of the GCF staff that he brought his pillow and slept on the floor of the only public building, *Bali Raya*, with the staff. Attendance grew from six people at 9:00 a.m. to 120 at 11:00 a.m. This was half the village population and they stayed all day. Despite government officials' insistence that the people were too distracted to answer the questions, challenge statements and proposals were written and the villagers kept asking for more songs. Usually ignored on such occasions, a surprised headman accepted the invitation to address the closing plenary. His brief and simple speech was received with cheers by the villagers. The State Economic Unit and the District Office co-sponsored the **Majlis Tetangga** and now insist that the ICA do an HDP in the village.

## GWF IN AFRICA

The Global Women's Forum trek to Africa resulted in exciting support in urban and village settings in Africa. A total of nine forums were held in the nations of Egypt, Kenya and Nigeria. Urban and village Forums were held in *tandem* in each country, with the urban GWF initiating the series.

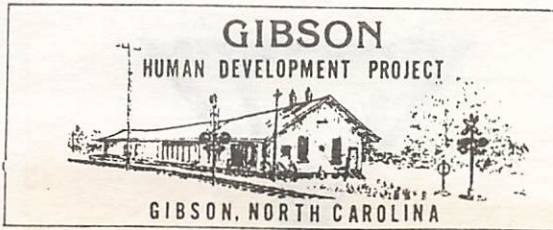
The GWF in Cairo was attended by women of the international business and diplomatic communities, including the wife of a high-ranking Chilean diplomat who asked, "When will you begin holding these Forums in Latin America?" Three Forums were held in **El Bayad**, Egypt, in order to reach the greatest possible number of women in the village. Because women are restricted in their movements around the village, one Forum was held at night for women permitted to attend educational lectures under cover of darkness; another was held in the home of a key Muslim leader for Muslim women who are allowed only to visit relatives' homes; and one was held for women directly involved in programs of the village such as the preschool, marmalade industry and community kitchen. Perhaps the greatest impact of these Forums, however, was on the men of the village, who were incredulous at the thought of women coming from the other side of the world just to talk with the women of El Bayad.

The Forum in Nairobi, Kenya, had representatives from several of the embassies, the international business community and national leadership. Such participation offered an opportunity for authentic dialogue which many of these women had not been previously afforded. Serious consideration was given to ways each group might most effectively respond to the needs of the nation's poor. As a result, exciting decisions regarding funding and technical assistance were made.

The Forum in the village of **Kamwelini** was attended by 95% of the women in the community. Because of the high attendance, these women dealt decisively with several issues of the community. They resolved to assume responsibility for commerce in the village. Kamwelini's major industry, making record jacket "sleeves" has previously employed men. In order to free the men to do much-needed construction, the women have had to take up their roles. It was also decided that the women would do their marketing cooperatively and in this way deal with the transportation issue in a village where women have traditionally carried 100 pound loads on their backs to and from the market.

The last Kenyan Forum in the urban village of **Kawangware** had participants from the skills classes and cottage industries of the village. The GWF provided an opportunity for women to expand their context to participation in the whole Project and to raise issues of care for all of Kawangware. The Forum in **Lusaka** was held with women only one generation removed from village poverty. Three participants from this Forum went to the GWF in Kapini and served as translators. A highlight of the Forum there was the dancing that followed the closing.

The urban/village *tandem* scheduling and the participation of both national and international women in the urban Forums were invaluable, according to the teaching team. The occasions for new dialogue and concrete engagement are a portent for further GWF treks to other nations.



## BURNING FLAME AND LIFE IS BORN

**Gibson, North Carolina**, lies in the flat lands between North and South Carolina. Its main street is lined with flowers and well-kept lawns. Beyond it, the houses swiftly change. Many families live without indoor toilets. Buildings that were once occupied now stand vacant. Community residents number 650.

To begin the Consult, 400 people gathered for the opening feast. *Guests included* the state senator, the county superintendent, and the Council of Government representatives. The Saturday after the Consult, a work day resulted in three new park areas, individual home beautification and a feast for lunch prepared by the community. The bank put in a faucet to water the park alongside their building. By the end of the Consult, three buildings, long vacant, were available for community use. *Gibson has experienced the power of visibility and is ready for the journey ahead.*

**Kinney, Minnesota** is surrounded on three sides by deep red ore bluffs in the Messabi iron range, and is bordered on the fourth by Kinney Lake. More than 425 people live in this community, with ancestors from at least 40 nations. The six-square block town has one store available to the residents.

A week before the Consult citizens put up signs, painted the ICA staff house and visited door-to-door to invite residents to the Consult. The Opening Feast began with a potluck dinner in a 50-foot tent. During the week *the governor visited* to speak with the community. The community work day built steps to the park, repaired sidewalks, built benches and created a model for the town.

**Lorimor, Iowa** farms soybeans, corn, beef and pork in the rolling hills. Its 1,200 residents live in a 10 x 12 mile area. Over 35% of the residents are over 65, living on a fixed income.

In preparation for the Consult, six buildings on Main Street were painted and exuberant inked forces produced 5,000 pounds of frozen food and paper for the Consult. The Opening Feast hosted 250. During the week, *100 residents were present each day.* During the work day, a car carrier that had been standing for ten years was removed and a park was created. A larger park was refurbished; all its equipment received a fresh coat of paint. The week's accomplishments were: a Project office set up, a July 4th celebration organized, a street dance prepared and a bandstand rebuilt. Word from Lorimor is that "everything is going great."

**Mill Shoals, Illinois** is a farming community with 300 residents living in a one-mile area. During the preparation week, land for a park was donated to the community alongside the lake, and sidewalks were fixed. Senator Percey sent a telegram to mark the beginning of the Consult. Over 200 were present for the Opening Feast, with guests including the mayor, state senator, county clerk and treasurer, and Harold Dodd, President of the Farmers Union. Many people came out in the evenings to attend the Consult. *End of the week miracles included* screens in the Town Hall, one mile of ditches cleaned and planted with flowers, a sewer grant secured and an Elders program started, including a nutrition center. The mayor ended the week by hosting the closing feast for an excited group of citizens who were anxious to accomplish more miracles.

**Asherton, Texas** is a two-mile long town with small mesquite trees. The climate is semi-arid and the land extremely flat. Asherton's 1,800 citizens are Mexican Americans. One-half leave the town in order to harvest crops further north. Sixty percent are on welfare.

Set-up saw the beginning of a bi-weekly *Voice*, both in Spanish and English, visits to every house and the creation of a baseball field. Beginning with the Opening Feast, with 175 present, all talks were translated into Spanish to ensure total participation. The workday was a major triumph, concluding with a town plan (including a shopping center), *Viva Asherton* T-shirts, and a youth-hosted barbeque with a professional Mexican band. *The Businessmens' Guild opened up exciting future possibilities for the citizens of Asherton.*

**Indiahoma, Oklahoma**, in southwestern Oklahoma, has a population of 500, one third Comanche and Kiowa Indians. The town has recently experienced the loss of businesses and essential services. Young people are moving out of the community for employment and shopping.

The Consult began with a tremendous Opening Feast with 300 local citizens and guests filling the school cafeteria. *Kim Won Ho* from Jeju, Korea, and *Tom Blackhoop* from inyan Wakagapı stole the show with stories and words of wisdom. Senator Terrill and a state representative were also present. The work day was a great success with strides being made in downtown improvements.

*All of these HDPs held their Consult simultaneously from June 18—24, 1978. They were preceded by a one-week set-up period when HDP Consult coordinators, team leaders and enablement personnel arrived on site. The Consult staff stayed one week after the Consult to write and produce the document. At the same time the auxiliary and local citizens began to implement tactics from the Consult. From all reports, the globe's newest HDPs are awakening local communities in new ways of community participation and in experiences of profound humanness.*



KINNEY CONSULT  
June 18-24, 1978

# GLOBAL SOCIAL DEMONSTRATION

**THE FESTIVAL OF BEGINNINGS**

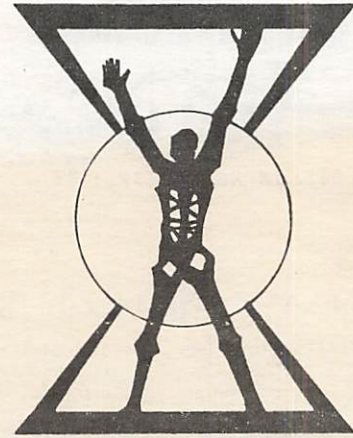
On June 17, 1978, representatives from all sectors of society gathered in Chicago to celebrate the **Fifth City Festival of Beginnings**. There were four parts to the celebration.

**The first event** was the completion of two successful years of the Fifth City Social Demonstration. It is now moving into its second two-year phase, which will focus on expanded economic acceleration. In particular, this looks like establishing an auto repair center, expanding the shopping center to 40,000 square feet and establishing an industrial development center that will be an incubator for new industries owned by the local community.

**The second event** to celebrate was the launching of 12 new Human Development Projects in the United States in local communities across the country. **The third event** celebrated was the inauguration of the Fifth City Community Center. **The fourth achievement** was the completion of one Town Meeting in each county in North America.

A few of the honored guests present to share in the excitement were Joseph Burstein, counselor to the Secretary of Housing and Urban Development, who expressed the need for methods and training in local development. He also commended Fifth City for its accomplishments and assured the people that methods used in Fifth City are also replicable in a rural setting. James Kearns, Vice President of Administration for the World Bank, and John Lewis, Deputy Director of ACTION (Vista—Peace Corps—) were also present to share in the festivities. Guests from the private sector included James Kemper, Jr., President of Kemper Life Insurance Company, George Meyers, President of Standard Oil of Indiana, and Thomas Coulter, Chief Executive Officer of the Chicago Association of Commerce and Industry.

The day began with a few short speeches. Next everyone walked to the Community Center to award the honored guests an Iron Man statue and proclaim them Iron Men. Senator Charles Percy, who had already been made an Iron Man, confessed at this ceremony that there are two things he does when someone visits his office: he shows them the Iron Man and then a picture of his grandchildren. The events of the day left everyone with a sense of pride in the corporate accomplishments.



**COMARTKA GOES TO NEW YORK**

The Ministry of Commerce and Industry has chosen Comartka to represent Kenya in the Kenya Trade Fair in New York this month. Comartka was chosen because of its high quality basket production and as representing Kenya's local industries. Comartka, located in Kawangware, has become a world producer of banana fiber baskets, mosaics, batiks and carved wooden boxes. It is expected that the trade fair will encourage more export trade of Comartka's products, increasing the potential of the industry to employ local women.

There is now an opportunity for more women to learn the skill of basket-making and become producers of these high quality items as the demand for Comartka products expands around the world.

Also in Kawangware, the Construction Industry was opened by H.E., Miss Margaret Kenyatta. Since the completion of the house for Mzee Salim, a second house in *Muslim Village* is nearing completion. In addition, a poultry house built out of murrum blocks and a demonstration house are built by the Construction Industry. **Openings increase daily** for new trainees who are interested in joining this industry.

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# CAMPAIGN NEWS



CONCERNED WITH THE HUMAN FACTOR IN WORLD DEVELOPMENT

WEEK ELEVEN

SEPTEMBER 15, 1978

## WALKABOUT

The Oombulgurri Human Development Project along with the Institute of Cultural Affairs set out during 1977-78 to share its story, methods and accomplishments with other Aboriginal communities across Australia. This was achieved in three major ways:

1. A *Walkabout* to Aboriginal communities throughout Australia to share the story of Oombulgurri
2. The invitation to initiate another Human Development Project in New South Wales at Murrin Bridge and
3. Hosting a Human Development Training School at Oombulgurri.

The *Walkabout* visited over 70 Aboriginal communities from November to February. Over 30,000 kilometers and five states were covered. Thirty Community Meetings were held in which the story of Oombulgurri and the methods used there were shared. In each Community Meeting a document was created of that community's vision, challenges, proposals, story and slogan.

The Community Meetings revealed that the Aboriginal people are at a critical point in their history. Welfare dependency and community fragmentation made vision and hope for the future painful topics. Nevertheless, there were those in each community ready to struggle to create a new future. The proposals reflected a deep desire for self-sufficiency in the economic arena and a determination to re-empower social structures.

The desire for economic self-sufficiency was expressed in fundamentally three ways: increased living standard, a reconstructed community, and the provision of basic community services. To increase family income, people wanted new business enterprises and new jobs available within their own community. Improved local commerce, it was seen, would make purchasing within the community attractive as well as convenient. And outside resources, particularly non-government funding, would give the required support and stimulation to the development of a broader economic base. In the arena of community reconstruction, the proposals called for improved housing,

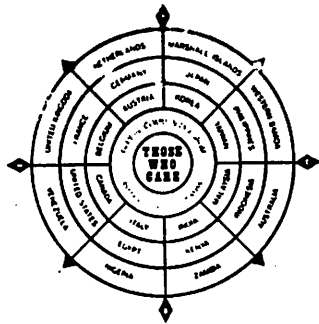
lawns and the construction of recreational facilities. The community services proposals had to do with health care and, in many cases, adequate or sanitary water supply.

The social proposals had to do with reorganizing the cultural life of the people, providing structures for effective community planning and decision-making and opening educational channels. New spirit, a new story, recovered identity, enlivened symbols and the transmission of the traditional language from one generation to the next were some proposals in this arena. A local council, information systems and a development plan were proposals in the arena of organization. Education proposals included better communication with the local school, educational choices and vocational training opportunities. Slogans were created in each of the Community Meetings. *Running to Home, We Build the Future Community of Tomorrow, Keeping the Heritage and Hoping for Opportunities* reflect the deep struggle of the present held in tension with the desire for a new future.

Now on the heels of the *Walkabout* comes the Year of Australia, and the opportunity to establish further the primacy of earth's care in the great south land.



## GLOBAL COMMUNITY FORUM



**VILLAGE FORUM: AFRICA**

Village Forum: Africa was taught in the nine provinces of Zambia over the last quarter by four teachers from the Kapini Preschool and two Zambian ICA staff. Letters received since point to the Forum as a tool that has catalyzed the villages to move ahead on the plans made during the Forum. A letter from the Headman of Ntoposhi Village in Luapula Province says, "Among other things we proposed during the Forum, one was to start selling the sand which covers the entire village. So we have started work on that and have formed a committee to spearhead the program. Also we proposed to start a clinic and now just after the Forum we have started to make our own blocks and to build the clinic. We will continue to work hard until what we decided in the Forum is done."

**HAMILTON, OHIO, U.S.A.**

After their Town Meeting ten people ranging in age from five to 55 responded to the invitation extended by the Mayor of Hamilton, Ohio, to care for C Street. Within two and a half hours the clean-up job was completed and the celebration began. The transformed space brought forth many comments and stares of disbelief from passersby. A member of the Historical Society at the celebration in the neighborhood church remarked how difficult it had been for her to give up a part of the one day a week she had at home. "But I am so glad I did!" she said. "A group tackling a job can do wonders." Both space and lives had been transformed.

**PARIS, FRANCE**

Addressograph-Multigraph printed, free of charge, the 48-page report on the first 22 Community Forums in France. They also agreed to print 2,000 workbooks and expedited the inking of 50,000 sheets of paper. This fall ICA staff will be trained to run their machines, with unlimited access thereafter.

**PERTH, AUSTRALIA**

The beginning of Phase III of the State Community Meeting Australia campaign sees five CMAs held, three set up, a model for Home Community Meetings as a breakloose for urban saturation, and proposals submitted totaling \$5,000.

**WICHITA, KANSAS**

Letters from towns in response to the question, "What happened after your Town Meeting?" report that newsletters, grant requests, clean-up days, more Town Meetings, joining PRIDE (state community development program) and plans for a festival are in the works.

**ONE WEEKEND IN LORIMOR . . .**

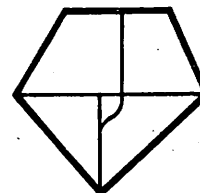
As the tomatoes, beans and corn ripened for harvest and the children prepared to start school, three impact events were held.

The Imaginal Education course was held Friday evening and all day Saturday in the Town Hall. The event was designed to enable the creation of the local preschool in Lorimor which was called for during the recent Human Development initiating Consult. Several local women who had been involved in the planning of the preschool took part in the course. The highlights of the three session course were the workshop on the Art Form Method and the Curriculum Building Workshop. People became particularly engaged in both workshops as they had the opportunity to practice the art form methods themselves and to build curriculum models for a year, month, week and day. Another event of the course was the writing of preschool songs following the rationale of the Imaginal Education curriculum format. Songs were written for Imaginal. Psychological, Basic and Rational curriculum arenas.

While the Imaginal Education course was taking place on Saturday, a Community Youth Forum was being held in the Methodist Church. Over 15 local youth attended the forum during the day and had the opportunity to struggle with the issues facing youth across the globe and talk about the challenges which the future brings to bear upon all people. One of the decisions made during the forum was to start a Junior Achievement Club in Lorimor.

Monday was the day for the women! The Global Women's Forum attracted 21 local women to the Baptist Church Fellowship Hall. They discussed challenges facing women these days and the underlying difficulties they encounter in their community and the world. In the afternoon workshop, the practical steps were listed that might deal with the difficulties listed in the morning's workshop. Women of all ages were present. The oldest participant was 85 years old. One prominent woman made this comment several times during the day: "This is the best thing that I've ever been to."

This impact course weekend was an experiment that will be repeated across the globe this year. It will feature clusters of courses such as GWF, LENS, CYF, and other similar offerings that enable communities and other related bodies to work together more powerfully.



## development

### HDPS ELICIT REGIONAL FUNDING

For the past several years, Development circuits have concentrated upon the large capital cities of a nation for funding. Recently Human Development Projects have opened the doors for funding in regional cities.

In Sapporo (Japan) 100 corporations were contacted in seven days. **Seventy presentations** were made telling the story of Oyubari HDP and detailing the specific needs of a summer program of youth camps. Twenty-four corporations responded with 1300 USD cash in hand before the call was over; eight donated products; and 13 more are considering contributions. *These Japanese corporations were the first*, through their regional offices in Sapporo, to contribute to the work of the ICA in Japan.

Over the past year various smaller industrial units located in Pune have given money, expertise and inkind materials for *Nava Gram Prayas*. Financial contributions have ranged from 12 to 1200 USD, excluding one unit which pledges \$250 monthly and a grant of \$4375 from the German-based *Terres Des Hommes*. **Donated expertise** has assisted with expansion of the lime industry and various agro-based industries, as well as possible ancillary units that could be related to the adopting company's subsidiaries.

## research

### SUMMER '78

The 1978 Global Research Assembly opened in Chicago July 2 with 500 people from 28 nations in attendance. The Assembly gathered in the wake of astounding Campaign victories and, with confidence, undertook the practical work of task forces and plenaries. These were punctuated by modules of corporate reflection and evening cultural events. The month concluded with a Global Council which reflected a mood of unified resolve.

Both the Assembly and the Council released new levels of global engagement and maturity in forging corporate consensus. Work on articulating the *Historical Mandates* and in documenting *The Seven Revolutions of Century 20* enabled the task of shaping a global strategy, honoring the primacy of earth's care. The practical use of the maneuver building method throughout the summer provided a common basis for implementing the Three Campaigns in the year ahead.

**Four missional edges** have begun to form as a sign of the new time to come: *Town Meeting* emerged as the primal vehicle of global transformation; the *groundswell of volunteers* assisting in the campaigns became obvious; a new self-consciousness about *global visibility* was manifest; and images of the *New Reality* provided grist for the continued articulation of profound humanness.

## operations

### GLOBAL INTERCHANGE

Interchange across the Global Operations Band has taken on a new dimension. After significant breakthroughs over the year with the interchange of data through the telex network and the interchange of models through the mail, the band has now experimented with the *interchange of campaign veterans* from one campaign theater to another.

*Continent Europe* has done 150 Global Community Forums, 75 of those in Quarter IV. This acceleration was due in large part to the interjection into Europe of troops from the North American campaign, who brought practical experience from the happenings there. They were sent to each of the ten European Houses to do collegiums on quick set-up and the three-hour Town Meeting model. They then regrouped for a few days to go into the field with the local troops where they demonstrated the set-up methods and assisted in making necessary adaptations for the particular situation. These people later joined centrum strike forces in various nations in the final push toward turning Europe gold.

## management

### THE INTERNATIONAL TRAINING CENTER MANEUVER

The Kemper Building which houses the international training center for the ICA has gone through a great journey of renovation and repair. Recently implemented is a contract for the replacement of the eight different roofs of the building to eliminate water leakage into the building. Planned for the future is the repair of the two large heating boilers. The replacement of their burners will increase their efficiency and result in a 15-25% reduction in heating cost. Other renovations, now in the research stage, are the replacement of all the windows and their wooden frames with an insulative type glass and either fiberglass or aluminum frames. This will cut down the heat loss in winter due to drafts and heat transfer through the glass itself. This should also effect a major cost reduction in heating the building during the winter months.

The need to protect the Institute's major asset and to enhance its effectiveness as a training center will continue to be the major focus of the Property Relations Post of Global Management Centrum.

## OOMBULGURRI YOUTH TREK

Fifteen Australian youth, all under the age of 16, converged on Adelaide for the start of the 4000 mile trek to the *Oombulgurri Human Development Project* in Western Australia. The May trek climaxed over six months of preparation and fund-raising.

The emphasis on youth leadership in planning the trek brought many victories. Three weeks of vacation employment and fund-raising yielded \$2000 in January. In the middle of that effort a letter came from the Australian government's Schools Commission confirming a \$1000 grant. The weeks before departure were filled with the excitement of a visit from an Adelaide newspaper, interviews on ABC radio and *Jabiru Jive*, a discotheque, which raised \$300.

The long bus ride from Adelaide to Darwin was broken with a stopover in Alice Springs where tents were erected with lightning speed at midnight in the rain. In Darwin the emerging team swung into operation again as the equipment was moved into the plane for Kununurra. The view from the air was an enthralling introduction to the Kimberley district. A switch at Kununurra to another bus took the group to Wyndham Caravan Park for a day of rest and restocking supplies. Wyndham is the seaport in Australia's northern coast through which Oombulgurri communicates with the world.

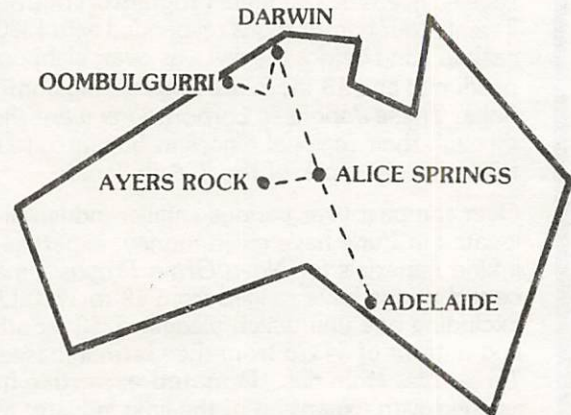
The sun was climbing into the sky as the 30-mile trip up the Forrest River was begun aboard the *Oombulgurri Lady*. The banks of the river revealed a fascinating variety of rock formations and vegetation. At Oombulgurri work was quickly begun to renew the basketball court, clean the community kitchen, plant vegetables and place fenceposts at the preschool. There was swimming in the dam and conversation with Oombulgurri residents and participants in the Human Development Training School. A *ten mile walk and overnight camp* at Jandungi, the fresh water section of the Forrest River from which the community draws its water, was a great event.

The exit from Oombulgurri was the occasion for more excitement. From the two light aircraft, the view of the Forrest River, the mountain ranges, the salt flats, the Cambridge Gulf and Wyndham was memorable. From Wyndham, it was back through Kununurra and Darwin to *The Alice*.

No one visits "the center" without visiting Ayers Rock, the largest geological monolith in the world located 100 miles southwest of Alice Springs. Called *Uluru* by the aboriginal people, *The Rock* is the center of many beliefs and practices from the *Dreamtime*. The surrounding land was lush with vegetation and animal life following recent

rains. A climb of the Rock was shortened by poor visibility resulting from low clouds. The three mile walk around the base revealed old Aboriginal paintings and caves where initiation ceremonies were held.

After three weeks of travel, the debriefing day in Adelaide focused on preparing speaking engagements and a report for the Schools Commission. Conversations were held about future activities to involve other youth in work at Oombulgurri and Murrin Bridge HDPs and with Community Youth Forum.



## THE AUXILIARY'S WITNESS

We went out to do *shramdan* (volunteer work) on the drains. We felt like municipal workers. But we were not going out to dig the drains. We were going out to meet the enemy on the road. We were going out as soldiers in the one war, to meet the enemy on the road.

Sure enough, he was there. First he said, "You look like municipal workers." There was no person who said this, but somehow we felt it had been said and it took away our courage. Then he said, "How is it possible that you are going to dig the drain? There are so few of you that you won't make any impression. There aren't enough tools . . . How is it possible for you to do this work? Hey . . . you look rather weak . . . are you sure you aren't sick? Why don't you take a rest? Don't risk your health out here in the hot sun. You can easily finish this work tomorrow.

Even though he was invisible it was easy to recognize the enemy. Every time he made an entrance we said "Namaskar (Hello), old friend our enemy." We greeted him by slapping our thighs and arms—the way one greets an opponent in wrestling—we took off our shirts and wrestled him to the ground.

*This enemy has ruled the life of the village for a thousand years. He has many faces. When we go out to wrestle with the enemy on the road it is not any game we play. On the result of that match hangs the whole future of the rural population of the world. APLA VIJAY ZALACHA PAHIJE (Victory must be ours).*

# INTRA GLOBAL MOVEMENT

## HIGH WIND IN JAMAICA

High on the side of the Blue Mountains, only 65 minutes east of Kingston in Jamaica's coffee-growing region, lies the village of Woburn Lawn. There in St. Thomas Parish from June 11—17, 1978, the Woburn Lawn Human Development Project was launched with a week-long consultation.

One June 4, 18 Jamaicans and five international volunteers returned from the Human Development Training School in Cano Negro, Venezuela, to begin their assignment as the Project auxiliary. In seven days, through the cooperative effort of Woburn Lawn residents and concerned people in Jamaica, Consult preparation was done.

At the opening feast over 350 persons heard speeches by village leaders, elders and key authorization figures. The feast included traditional curried goat, rice and vegetables donated by the village farmers.

Over 100 village residents participated in the Consult. Community unity, business and market development, community space, building costs, farm production and basic services emerged as the primary challenges. **Excitement mounted** through the week as programs and tactics were created for farmland expansion, village manufacturing, health care, affordable housing, public facilities, cooperative transit, road repairs and education for all ages.

On the last day of the Consult, implementation began. The preschool was launched. A large boulder was removed from the middle of the cricket grounds and the *Woburn Lawn Voice* was published. The highlight of the closing celebration was the address by Alice Wright, Headmistress of the Woburn Lawn School. Her words have become the village's first ritual: "Who are the humans?" . . . "We are the humans and we are going to do it!"— "Right?" . . . "Right!"

In the two weeks following the Consult the village created a demonstration farm plot of half an acre in the center of town, introducing eggplant, watermelon, pak choy, and new varieties of turnip, cabbage, tomato and beans. Six teachers-in-training were recruited. An old building which was donated for a preschool facility was repaired, repainted inside and out, and decorated for classes. The first weekly stake meetings engaged 107 people in lively discussion on neighborhood beautification projects. A furniture manufacturer in Kingston agreed to buy unfinished chairs from the local craftsmen at a price 33% higher than before. The Consult document was printed by *Jamal*, the nation's adult literacy movement.

Seventy-five adults turned out for the first session of the Adult Training Foundation. Welcome signs have been erected at the highway turnoff and on the square. Program signs mark the demonstration garden and preschool. National newspapers are posted daily on the new community bulletin board.

The **health guild** is conducting a house-by-house survey. The **farmers guild** is building a comprehensive land-use map of the village. Four plots of land have been offered for the construction of public buildings.

Woburn Lawn citizens are very conscious of their responsibility for demonstration in Jamaica and the entire Caribbean, and the practical implementation of self-sufficiency and self-reliance through the reconstruction of village life.

All this happened in the first few weeks. By all appearances, *They ARE doing it!!*



## NAM WAI CELEBRATES COMPLETION OF ITS FIRST PHASE

On July 2, 1978, the people of **Nam Wai village** (Hong Kong) celebrated the completion of the first phase of the Nam Wai Human Development Project. The varied weather matched the varied day's program.

It all began with a children's *Fun Fair*. Over 100 of the village's 130 youngsters turned out. Undaunted by a 15 minute downpour which beat fiercely at the tents, the children enthusiastically tried the games. Prizes included pencils, balloons, candies and other items.

Four soccer teams arrived for the morning playoffs, riding into the village under a huge traditional Chinese banner. *The Nam Wai team made a gallant effort* only to lose in overtime to a talented Cathay Pacific team which took the large Kiwanis Club trophy.

In the afternoon, a Chinese puppet show was staged. Fifteen hundred free sodas were quickly consumed in the hot sun. Ceremonies followed with village and government leaders coming on stage to proclaim the year's achievements. The children's choir sang; a *Hakka History* of Nam Wai Village was distributed; and when the ribbon was cut to the new library, one high school dropout asked, "Am I too old to check out books?" The new Hakka Museum was opened with displays of the life of yesteryear, donated by many village families.

Everyone returned to an exciting Kung Fu demonstration by Hong Kong youth with split bricks and boards flying everywhere: "Eeeee Auuuu! Hi Hi Hi!!!" A second downpour came with the second puppet show. The monsoon blue skies peeped out for the concluding feast put on by the newly formed Young Women's Corps. *A magic act created a spellbinding interlude while people ate.*

Over 400 of the 530 village population had come out for the day. All the youth and even some adults showed up for the evening's DISCO featuring *Saturday Night Fever* records. Village elders, hosting VIPS with renewed pride and confident bearing, symbolized the shift that had taken place in the people of Nam Wai Village.

## WILD, WONDERFUL WIDEN



*From the tip of the Widen Hill, 500 feet above the gym, to the ends of the streets, the town looks different . . .*

The sign pole on the hill top has been repainted—rust spots gone—and now displays the symbol of Widen's five neighborhoods. All along the paved road into town the weeds have been cut back, thus improving both appearance and safety. The two triangles at the main intersection are surrounded by newly painted rocks which contain the neatly cut grass. On Nicholas Street, several fences have been painted by volunteer workers. The playground area sports brightly painted swings, monkey bars and a merry-go-round. Two families spent several nights building a pipe fence around the playground.

Since the first work day, several men have mowed the ball diamond of their own accord. Across the street an old gas pump island has been cleared and painted, and awaits a bulletin board. Further down the road—across the narrow bridges which now sport white lines so they can be seen at night—is the gym. The broken windows have been replaced and, inside, the dirt, rocks and glass are gone. The post office is now bright green and surrounded by geraniums. Across the street the fire hall's doors are sparkling white. Inside, the new red pumper truck is ready to respond when called. Around town, six families have painted their homes and many youth and adults are wearing *Wild, Wonderful Widen, West Virginia*, T-shirts.

**Over the course of twelve weeks, people have been getting together.** Events have punctuated the flowing days. Several Town Meetings helped organize the Consult which drew together 25 consultants and a similar number of community residents to

produce a 120-page four-year development plan. In the midst of hard work were times for fun and laughter, like the time two Widenites put on saris and joined the consultant from India in a global fashion parade through the gym. Weekly editions of *The Voice* delivered door-to-door by community youngsters, have kept all residents informed of events including bi-weekly neighborhood meetings.

*The kids'* parade on the Fourth of July, baseball games at the playground and the Vacation Bible School have provided diverse opportunities for children from both ends of town to play and grow together. *The men* in town have formed a volunteer fire department and have worked together to paint the truck donated by the county, and to get themselves trained. *The women* are forming an auxiliary and some have met to plan a grocery store/cafe. Still others met to plan a summer of activity for kids of all ages. One woman is working to initiate a sewing industry. Yet another group of women held a used clothing sale, netting \$91 for future youth programs. *Four youth* have received federal wages for a month's work on clean-up projects in and around Widen. Three others traveled to North Carolina to help launch the Gibson Human Development Project Consult.

**WIDEN TODAY** is like a person waking up after a long deep sleep, disoriented and somewhat puzzled about what is going on. People are talking, planning and hoping for the future. High school age girls who have left school are planning to get their driver's licenses; men and women are seriously considering taking their G.E.D. exams; and the older folk are talking about a *Back to Widen Day* for next summer. The kids are eager to work hard to be helpful; groups of adults are working together on various projects and people around the county and state are watching and secretly cheering for Widen to grow . . . and . . . *Widen's just begun!*



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# CAMPAIGN NEWS



NEWSLETTER OF THE INSTITUTE OF CULTURAL AFFAIRS

VOL. I, NO. 1

OCTOBER, 1978



## 3000 ATTEND GIBSON PARADE

**They said it couldn't be done.** Three thousand people turned out for the first Gibson Annual Labor Day Celebration Parade and Fun Day, proving that it *could* be done. A mile-long parade with 46 entries—floats, a band, go-karts, horses, clowns, tractors, cheerleaders, mini-cars, an antique car, a beauty queen, a United States congressman, two state senators, county officials, sky-divers—was not put together overnight.

*How does a small town like Gibson create a happening like this? Where did the people come from and why?* Nothing like this had ever happened in Gibson. People did not imagine anything could happen in Gibson. But some people did believe and on that day dared to say "Here we are, and we have only just begun."

The Labor Day Celebration really began over a month ago. A committee was formed as a task force in the Community Guild. Over 30 people met regularly in order to get the many tasks organized. Every day the size of the event seemed to grow. More and more festivities were added. More and more people became involved. The excitement mounted. By the time the day arrived over 60 people were actively involved in supervising the various activities. One example of the involvement was the softball, bingo and volleyball games which did not stop until it was almost dark. Yet the entire school ground was cleaned and all borrowed items were returned on the day of the event.

As one person said, "When a community starts saying 'we' instead of 'I' anything can happen. With the kind of community spirit we are developing here, there's no telling what will happen in the future."

(Gibson is a small rural town, population 700, located on the border of North and South Carolina. The Gibson Human Development Project began in June, 1978. The above article was reprinted from the *Voice of Gibson* community newsletter.)

## SOUTH TEXAS COUNTIES SCORE FIRST SATURATION MANEUVER

Throughout the small towns, ranching communities and urban neighborhoods of three South Texas counties more than 500 local citizens participated in 19 community events. The events, which took place between September 22 and October 7, included 15 **Town Meetings**, a county-wide **Youth Forum**, a **Global Women's Forum**, a **Methods Training Workshop** and an **Assembly**.

*All this began over a year ago* when two Town Meetings were held in Benavides and another one in April in Rancho Alegre. At the April Town Meeting 84 people were present and formed a community council. The town, which now has monthly town meetings, has submitted proposals for a civic center and a sewer system. Early in September, Duval County officials invited the ICA to return as consultants to other communities who wanted to hold Town Meetings. Within a short time they were scheduled.

The **training** was held the same weekend as the Youth and Women's Forums. People traveled from Corpus Christi, Houston, Asherton (HDP) and San Antonio to attend. Participants in the training included people who were interested in organizing TMs as well as those who had previously done some set-up and orchestration.

The **Assembly** was made up of representatives from the participating communities. It provided the opportunity to tell the stories of the different events and the impact each made on the community's future. The best wisdom on how to implement the proposals was shared and common regional issues were discerned. The question of how to keep in touch with each other was raised.

*Throughout the events local support was key.* Last year's TM participants handled much of the work of authorization and set-up. Previous contributors were ready to do so again. Local people housed the ICA staff. Local businesses, organizations, churches and individuals also enabled the TMs with cash and in-kind donations.

## UPDATE

**Human Awakening** happens when communities and individuals see their challenges as the doorway to the future. It involves releasing local citizens to solve social issues by discovering the possibilities at hand.

**TOWN MEETING (TM)** is a locally sponsored community event in which local citizens define the key challenges facing their community and create proposals to engage the whole community in resolving them. To date, over 6,000 TMs have been held in 29 nations. In the next eight months another 7,000 will be held. Most of these will be concentrated in the selected contiguous geography of seven nations.

**GLOBAL WOMEN'S FORUM (GWF)** is a one-day event which deals with the common concerns of women today in relation to their community and the total society. Since the program was first tested and launched in 1975, 300 GWFs have been held in urban centers and rural communities across the globe. In order to expand the GWF program this year a global faculty is being mobilized and trained.

**COMMUNITY YOUTH FORUM (CYF)** is designed to give youth fresh images of their present and future by providing the opportunity for them to look at the question of responsible action. Sixty CYFs have been held globally with schools and youth organizations. This year, as CYF moves from demonstration to acceleration, faculty have been located across the globe to train local staff and enable more extensive scheduling.

**ECONOMIC COMMUNITY FORUM (ECF)** is being developed to engage members of the economic community in responding to social needs manifest in the local situation. The first ECF was held in Campbellton, N.B., on September 30, 1978, as part of *New Day Canada*. The sixty people who participated in the day-long event discovered the important role the economic community plays in the social development of their nation and region and how regional economic issues might be dealt with.

**LENS**, *Leadership Effectiveness and New Strategies*, is a five-session thinktank which deals with corporate action, human motivation and effective planning methodologies. This year LENS is being marketed to individual corporations, governmental agencies and professional societies. The first LENS of the year was held in Beloit, Wisconsin, with CAP (Community Action Program, Inc.). Others have been scheduled with Sears, Wards and McDonald's.

**SPECIAL ISSUES FORUM** uses the basic workshop methodology of the other forums, but addresses the concerns of special interest audiences. A number of Special Issues Forums have been held over the past several years at the request of particular organizations or social agencies. Among the earliest was one on law enforcement and another on education.

**On October 3**, in Hamilton, Ohio, a Medical Issues Forum was held. The Forum brought together 83 people representing more than 30 organizations concerned with health care for the people of western Butler County. They were from such diverse units as health centers, hospitals, health commissions, welfare units, professional societies and family services.

They represented, as well, senior citizens, the county school system, the police, city officials and churches. It was the first time that the organizations had met together.

The Forum used a three-hour evening format in which the participants identified challenges and then created proposals to deal with them. Along with the enthusiasm generated by the amazing sight of such diverse groups working together came a deep resolve to continue meeting in the future to implement the new directions.

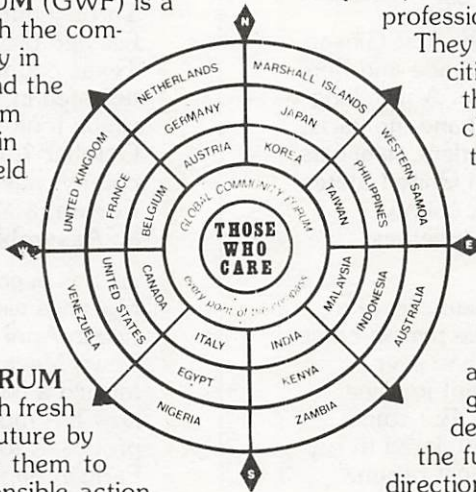
*In the past year Hamilton (70,000 population) and Fairfield (35,000) held successful Town Meetings. In Fairfield 14 of their 20 proposals are completed or underway. This year the two towns and 20,000 residents in the rest of the western part of Butler County have been working together. Neighborhood meetings, elders, youth and women's forums are part of the scheduled activities. The next event will be an Economic Community Forum for the Papermaker's Union which includes three companies located in Butler County.*

### PIVOTAL CITIES

Six key cities of the globe will be the focus of impact events this year. A recent visit to London disclosed that multi-national corporations are eager to sponsor LENS; potential GWF sponsors are willing to make available their network for expanding the GWF program globally; and schools are ready to schedule CYF. A key to breaking open Pivotal Cities is the *Global Guardian* presence in marketing and staffing impact events around the world.

**October 16-22 Houston**  
**November 20-December 3 London**

Contact your nearest ICA Office or Global Operations Centrum: Chicago for details on these and other opportunities for engagement.



## development

### FRAMING FOR FUNDS

The task of *Framing for Direct Funding* of the US 12 HDPs is being done this quarter through a \$50,000 planning grant from the Department of Commerce Economic Development Administration Office of Special Projects for Neighborhood and Rural Development (EDA).

The task is (1) to prepare a thorough economic development work plan with the auxiliary and community business leadership in each Project over the next 12 weeks and (2) to establish a framework of public and private support directed toward each Project to assist with grants and loans for the economic development programs proposed in the Consult.

The work takes approximately two weeks to complete. The components of the plan are compiled and documented at the end of that time and include land use maps, baseline data, implementation strategizing, impact projections, capital budgets, proformas, architectural sketches and framing structure. The content is then ready to utilize in preparing proposals and applications to EDA, SBA (Small Business Administration), FmHA (Farmers Home Administration), banks, corporations and foundations for grants and loans.

## research

### THE WAY OF ALL THE EARTH

*There are dark forces at work in life, forces which seem destructive and become creative when they are transformed and assimilated through insight.* So says John S. Dunne in the preface to the study we begin this quarter. His book, *The Way of All The Earth*, explores a method that he calls "passing over," a common experience of all mankind, although most frequently an unconscious experience, just because it is so natural. As he takes the reader on a journey with this method, the reader gains insight into this "dark and creative power," step by intriguing step. The study will clarify much in the profound happenings of Town Meetings and Human Development Projects. What does it mean to "pass over" into other people, other cultures, other religions, and then to come back? John Dunne, whom *Newsweek* describes as "the only foreseeable successor to the late Paul Tillich in the field of systematic theology," seems to have arrived at the right time to stimulate the kind of reflection required of the Movement these days.

Research Centrum: Chicago is awaiting with great anticipation the Movement's response to this journey.

## operations

### THE CENTRAREA CONNECTION

As seven nations across the globe engage in the saturation phase of the Awakening Campaign, the Global Operations Centrum Band is finding itself moving on new edges. From Global Operations: Chicago, **strike forces** have been sent into each of the North American areas and to Areas Havana and London to train, market, maneuver and initiate the monitoring and interchange dynamics.

In Areas San Francisco, Montreal and Houston, strike force teams conducted training sessions to prepare regional pedagogues for immediately scheduled impact events and to move regional saturation strike forces toward functioning as autonomous units. In Areas New York, Houston, Havana, London and Chicago, they have participated with regional strike forces in the marketing of GWF, CYF, and LENS. In all areas, centrum strike forces have been deployed to participate directly with regional strike forces to gain first-hand experience of saturation set-up and to report learnings from breakthroughs. *Each of these experiences is providing the foundation upon which the monitoring system will be built. And the further deployment of Operations Centrum strike forces will be a key component of continental interchange.*

## management

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Daizy . . . \* \* \* \*

Daizy joined the Media Production Post of Global Management Centrum: Chicago just in time for the Global Research Assembly in July. This combination composer-typesetter with process camera has capabilities of turning out print-ready copy for high quality brochures, charts and documents formerly produced by outside printers. Samples of Daizy's type size versatility are illustrated above. The Campaign News, Global Order Report and Town Meeting brochures have become a part of Daizy's contribution to global publications.

# GLOBAL INTERCHANGE

VOL. 1, NO. 1

OCTOBER, 1978

## CAMPAIGN NEWS: NEW LOOK

Recently, a cross-centrum PSU on the *Campaign News* was held at Chicago Nexus. The task was to identify the present audience and make future recommendations, to refine the format and design of the *Campaign News* and recommend content for the next six months.

An overview of Institute publications revealed (1) 20 years of publication history; (2) our publications are the vehicle for communicating the one global story; (3) our publications are directed toward specific audiences and the accomplishment of specific tasks; (4) the journey has paralleled our journey from Knowing, through Being, to Doing; (5) our present publications (*Global Order Report* and *Campaign News*) reflect mobility, do-ment and the global local; and (6) *Campaign News* reaches the broadest audience of any Institute publication to date.

The **recommendations** of the PSU which you see implemented in this issue of the *Campaign News* are:

1. The folded **double page** will become more publicly palatable without compromising its usefulness as an internal organ.
2. The **front page** will be used for feature articles on all three campaigns.

3. The Global Servant Force Campaign will be shifted from the insert to the **back page** of the double sheet.
4. The **insert** will be self-consciously used as an internal organ only and titled *Global Interchange*.
5. The **front** of the *Global Interchange* will be used for House or more general Order interchange. This might include letters, collegium models, edge brooding, witnesses and excerpts from talks.
6. The **mailer** will be redesigned for greater visual appeal and will include the ICA logo and statement.
7. The **\$20 donation statement** will be reworded.
8. The caption "Newsletter of the Institute of Cultural Affairs" will replace "Concerned with the Human Factor in World Development" on the **masthead**.
9. Work will be done on the **mailing list** with the assistance of the Houses and in coordination with the Development Centrum *List of 100 for Each House Maneuver*.

The one recommendation yet to be consensed upon is to distribute the *Campaign News* to each participant in a saturation event.

**NOW, YOUR INPUT** ————— Please fill in, detach and return this form with your next Global Order Report.

1. PRESENT AUDIENCE: To whom do you distribute the *Campaign News*?

\_\_\_\_\_

2. NEW AUDIENCE: How would you like to use the *Campaign News*? To whom would you like to distribute it?

\_\_\_\_\_

3. DISTRIBUTION: How many copies do you need? \_\_\_\_\_

4. FURTHER REFINEMENTS: What else needs to happen with the **FORMAT**? \_\_\_\_\_

\_\_\_\_\_ **DESIGN**? \_\_\_\_\_

\_\_\_\_\_

5. CONTENT: What kinds of articles would you like to see? \_\_\_\_\_

What *specific* articles would you like to see? \_\_\_\_\_

What articles can you send us? \_\_\_\_\_

\_\_\_\_\_

6. FUTURE DIRECTIONS: Additional comments \_\_\_\_\_

7. NEW NAME: Any suggestions? \_\_\_\_\_

## THE MAHARASHTRA 250

Human Development which began two years ago in the State of Maharashtra, India, now includes 64 villages in actuation. The model to replicate the pilot village, Maliwada, in the 25,000 villages of the state will this year involve 250 villages. Following is a sampling of accomplishments in the first 44 villages.

### to maximize agricultural production

Sixty-six acres of papaya trees were planted in 29 villages as a new cash crop. Twenty-six villages set up demonstration plots under the government's scheme.

### to develop village-based industries

Seven villages are in production with new industries. At varying stages of readiness for production are 20 village industries.

### to provide village capital

Twenty-eight villages had loans sanctioned.

### to improve living conditions

Thirty-three villages planted 9968 trees. Nineteen constructed roads and built latrines. Twelve had electricity sanctioned, installed or improved. Seventeen constructed entry signs. Eleven built village facilities.

### to create a viable community organization

Thirty-six villages held weekly planning meetings. Thirty-three villages conducted weekly neighborhood gatherings to increase input into village planning. Thirty-seven villages held regular leaders' meetings.

### to form a new image of community significance

Fourteen villages painted murals. All villages held celebrations to highlight recent accomplishments.

### to upgrade the level of health in the villages

Four villages built toilets. Thirty-one dug, cleaned or constructed an average of 250 feet of drains and made soak pits. Two dug new bore wells and three cleaned and treated their wells. Six started clinics with regular doctors, nurses and medicines.

### to develop the human resources of the villages

Twenty villages carried out a daily month-long training in planning methods and 21 held training in bookkeeping. Five held literacy and other academic classes for adults. Nine offered practical skills instruction, including dairy, sewing and farming.

### to ensure all participate in the development

Women's groups meet regularly in 32 villages.

**Human Development** begins with local people in local communities demonstrating what is possible anywhere in the world. It involves local people working in cooperation with both the public and private sectors to achieve economic self-sufficiency and social self-dependence.

## THE 24 SHOWPIECES

**Sudtonggan** (Philippines) visits luxury houses and shopping center made of Sudtonggan rock.

**Kelapa Dua** (Indonesia) helps film crew prepare TV documentary on the Project.

**Kapini** (Zambia) receives \$50,000 primary school grant from U.S. Embassy, and 200 residents dig foundation and lay footing.

**Cano Negro** (Venezuela) installs water tank for drinking water.

## THE 1977-78 EXPANSION

**Sungai Lui** (Malaysia) levels ground for new industrial complex.

**Kamweleni** (Kenya) Health guild and preschool parents meet and decide to jointly build a demonstration community kitchen preschool feeding program.

**Woburn Lawn** (Jamaica) repairs, paints, supplies and opens the health outpost and commissions 11 health caretakers.

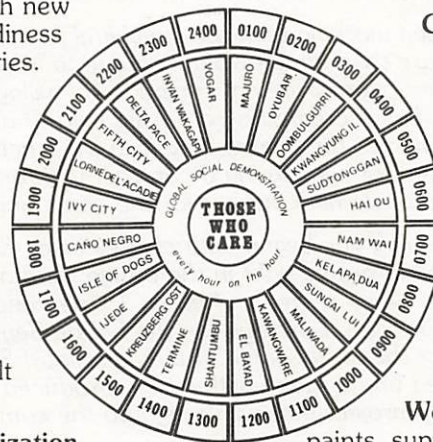
**THE SATELLITE EXPERIMENTS** are being carried out in two nations this year: Australia and the Philippines. A four-Project spinoff around an existing HDP, the Satellite Program involves training and assisting local people to begin self-help programs in their own communities.

## THE NEW LAUNCHINGS

The Pisenemo (Arizona) HDP Consult began Sunday, October 8, with an opening feast attended by 300 people. One of the highlights was the presentation of gifts by consultants from three other HDPs. Joe Two Bears, a local resident from Inyan Wakagapi HDP (Cannonball, N.D.) was one of the team leaders in the Consult. *Global presence continues to be a key in launching HDPs.* Global consultants have been requested for the following Consults:

<b>October 29</b>	<b>Salani, Western Samoa</b>
<b>December</b>	<b>Delhi, India</b>
<b>January</b>	<b>Calcutta, India</b>
<b>February</b>	<b>Sri Lanka</b>

Contact your nearest ICA office or Global Operations Centrum: Chicago for details on these and other opportunities for engagement.



September 4, 1978

Dear Folks,

September has come to Sol de Septiembre, and with it a bit of sun as well. The Project is going very well. The preschool is in full operation with 30 students dressed in yellow uniforms participating. Four community teachers are planning the curriculum and demonstrating that it's possible to teach with next to nothing in the way of materials. This teamwork, intentionality, discipline and creativity is really making a difference in the kids' lives. They start every day with the chant: "This is the day we have. We can live this day or throw it away. We can pick up this day and live!"

Last week we launched the weekly health classes for women. They came from all over the community, some walking great distances. Learning basic health practices is essential in Sol de Septiembre where a doctor comes just once a week and there is no vehicle for emergency transportation. We intend to train two women in each sector of the community in basic first aid skills. Understanding themselves as responsible for their sector, these women would watch for signs of malnutrition and poor sanitation and assist in emergency situations. At present we have a core of 13 women who are being trained.

The community is alive with elementary aged children who go to school—if they go to school—only half a day. Today we began a program for them called Ninos del Sol (Children of the Sun). Already all over the village you can see little kids with yellow neckerchiefs.

In the agricultural area we've been working with the individual farmers, who are all in a state of crisis over their inability to prepare their land for planting due to lack of funds and machinery. On Tuesday a tractor, the first piece of corporate equipment in the village, arrives, launching the equipment pool. The decision to buy it created a corporate spirit that had never been there before. We're now in the midst of working out the means by which the tractor will be managed and operated. We're also in the process of negotiating a contract with an American food freezing firm for the first crop, which will mean a whole new market for the community's produce.

In commerce, wicker basket weaving has begun with classes being held twice a week in the community center. The wicker plant grows right in the village. And one woman who is an expert craftsman is donating her time to teach a group of about 15 men and women. We're in the process of negotiating a contract to sell baskets. Last Sunday the Sol de Septiembre bakery was launched with the baking of empanadas for the futbol game. It was a sellout! So this Saturday the bakery will be selling cracked wheat enriched bread made with locally produced wheat, eggs and milk. We've just signed a contract for a rabbit project that will bring into the community a source of meat and fur.

We're discovering daily that the impact of the Project on the village is profound. People who have never sung before are learning to sing, and they're singing about new possibility and new life. Energy and creativity seem to be bursting out everywhere as people volunteer to work for no pay, building the community center, planting trees. . . We planted 2,000 trees last Saturday, all over the community. It was a marvelous sight! People who had decided to leave the village are deciding to stay. Young men who formerly spent long hours drinking are now volunteering their time, night and day, putting muscle behind the Project. Things go well in Sol de Septiembre.

(Sol de Septiembre, Chile, held its Consult and began its Project in June, 1978.)

## CAMPAIGN NEWS

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Donations of twenty dollars or more for the work of the ICA will place you on the mailing list. Checks made payable to ICA are tax deductible.

# CAMPAIGN NEWS



NEWSLETTER OF THE INSTITUTE OF CULTURAL AFFAIRS

VOL. I, NO. 2

DECEMBER, 1978



## INDONESIA TAKES BUBUN AS ITS DEMONSTRATION

A Melayu fishing village in the Indonesian province of North Sumatra, *Bubun* is located on the Langkat River, two and a half hours from Medan by land rover and motor boat. Small-boat fishing, shrimping and crabbing provide only a subsistence income for most of the 800 residents. The primary struggle of the village is related to its isolation and minimal access to the advantages of technology. The Melayu fishermen, having long experience with times of feast and famine, still retain their patience and their hopefulness.

*The Project is being done with the support of the Coastal Village Project and the Province of North Sumatra.* Sixty government consultants from district, county and provincial government departments participated in the initiating Consult, September 17-23, 1978. Many did translation regularly and even stayed up until two or three o'clock in the morning to type up reports of the day's activities. The duplicating machine provided by the government was operated around the clock by a government consultant from the Regional Planning Board. The *Bupati* (county head) made three separate visits to Bubun over a period of ten days. During the week following the Consult, Governor Tanbunan visited the village and presented Bubun fishermen with ten motors for their fishing boats. Loans for buying the motors will be paid back over a period of two to three years. *Funding for the Consult was borne almost entirely by the government.* Provincial funds of 80,000 USD have been appropriated for future use in the Project with a heavy emphasis on training.

The Coastal Village Project has undertaken to establish model growth centers from which the benefits of modernization can be effectively extended to underdeveloped fishing villages. Six of its staff members have been assigned to the Bubun Project for training. Two of these are from other villages in the Bubun growth center area. Ten villagers each from two nearby villages of the Bubun growth center also participated in the Consult. Six other growth center villages near Bubun have requested Community

Meetings during the next three months as beginning steps toward becoming Human Development Projects in North Sumatra.

*From the start the residents of Bubun participated in the Project with excitement and resolve.* Three hundred attended the first community meeting to plan the Consult set-up. Approximately 300 Bubun residents participated in the Consult, many also cooking, serving the Consult meals and hosting consultants in their homes. A total of approximately 200 attended morning plenary sessions. The five working teams numbered 35 to 85 daily. Approximately 700 people participated in the Consult opening which extended into the evening with music and a carnival atmosphere. About 600 attended the closing feast. An even larger number were present for the Governor's visit the following week. As they worked alongside residents from Kelapa Dua, Sungai Lui and Serusup HDPs, a great deal of practical wisdom about doing Human Development was interchanged.

*Bubun residents lost no time in actually beginning the Project.* Within four days after the Consult, a demonstration garden was planted; an archway was built at the boat landing; a kiosk with the Bubun grid, a bulletin board and a map of Bubun showing the location of every family was erected in the town commons; and a preschool was opened with 56 children and six local teachers. After three weeks, fourteen village shops have begun the bulk purchasing of rice and are setting aside money to begin a formal cooperative, extending bulk buying to sugar, coffee and cooking oil.

With front-page newspaper and television coverage, the Project has already impacted the nation. Today, Bubun is known as the cleanest village in Sumatra. Wherever the Project is officially introduced, it is with the common directive: *This demonstration Project belongs to us all and is the responsibility of all. The faster it is done, the quicker we can practically adapt it to many more villages.* Indonesians understand well the meaning of *demonstration*.



## LOGISTICS MASTERED, SONG TELLS STORY

During September and October, 1978, about 300 people participated in the McKenzie Valley series of Forums. Over a period of 28 days three Community Forums, four Youth Forums and one Forum Training Session were held from Inuvik at the Canadian mainland's northern bounds to Yellowknife. In a region as big as the western half of the United States, with a population less than that of the State of Nevada, where winter comes early and lasts long, this was a logistical miracle.

Publicity for the Forums was largely word-of-mouth. In-kind food, lodging and transportation kept costs to a minimum. Two airlines donated airline tickets for two ICA staff who worked as a team setting up and leading the Forums.

In Inuvik 150 participated in a Community Youth Forum held at the Samuel Hearne Secondary School. Fifteen youth were trained and led the workshops.

In Fort Simpson a newscaster for the Canadian Broadcasting Company called asking "What is this Community Forum?" A local spokesman answered for the sponsoring organization by singing the Fort Simpson Song created at the Forum. This, along with the group's evaluation of the Forum, was broadcast all over the Northwest Territories via CBC. The evaluation stressed the fact that this was the first time in anyone's memory that Whites and Indians had met and worked together and that this needed to continue.

## ONE GOOD FORUM DESERVES ANOTHER

On November 12, 90 youth representing 10 schools and churches on the west side of San Antonio participated in a Community Youth Forum (CYF). With a good cross-section of youth in attendance, the CYF was, in the words of one of the participants, "as close to a perfect event as I can imagine." Highlights were beautiful decor, great entertainment and workshops facilitated by 14 trained local workshop leaders.

Part of a series of Community Forums being held across San Antonio, the CYF was sponsored by St. Jude's YACC Organization which participated in St. Jude's Parish Day Town Meeting in 1977. Members of the organization participated in the CYF training session held during the series of Forums around Alice, Texas, in September of this year.

The keys to the success of the CYF were:

1. One organization sponsorship
2. Formal letters sent to school principals inviting them to send up to 15 students
3. Local publicity
4. A two-hour training session for local leaders held the day before
5. The sponsoring organization taking charge of the practices

The YACC funded the CYF by raising \$100 through local church organizations and charging \$1.00 per participant.

## JUST PLAINS FOLKS

On Thursday, November 16, 1978, a Town Meeting (TM) was held in Plains, Georgia, the home of President Jimmy Carter. The Plains TM was one of a series of TMs held over a four-week period in the area surrounding Americus, Georgia. The TM was set up by a local store owner who is the informal secretary to Ms. Lillian, the mother of the President. Present at the Meeting were the three most influential families in the town, including State Senator Hugh Carter, the President's cousin.

Plains is a small agricultural town which, during the past three years since Jimmy's successful campaign for the presidency, has experienced increased pride, a growing self-consciousness and some changes. From the giant smiling toothy peanut outside Maxine's General Store to the railroad station across the street with its four rocking chairs on the porch, where the boys hang out and play checkers, there's an air of having won. The fixed up storefronts with freshly painted exteriors along the one block which makes up the downtown area indicate the effort that Plains has made to present its best face to the world. For the world is curious about the town which produces a president. And tourists have come, bringing the tourist trade—souvenir shops, tour buses and the question of opening a hotel. The concern of the town's people has to do with living up to the nation's expectations while maintaining its small town, rural identity and keeping control of the town's future development. This was reflected in the TM.

The 25 participants in the Meeting were excited at the possibility of working together in a new way which they experienced through the TM method. They proposed a community cleanup day, a new Chamber of Commerce and a campaign for organizing the town's growth through encouraging participation at regular community meetings and soliciting government grants. After the TM, participants stayed and conversed until 11 p.m. During that postlude to the TM, one further proposal was made. It was to hold a birthday party for the town. Plans were immediately set in motion.

## development

### THE MIRACULOUS MILLION CAMPAIGN

Global Development Centrum: Chicago Nexus launched Quarter II under the rubric of the Miraculous Million. The intent of the Miraculous Million Campaign is to deposit \$1,000,000 in one quarter—a first in our history—to eliminate the 1978 deficit accrued with the intensified program in North America. How will the million dollar race come into the stretch by December 31st? Global Development Centrum has sent its circuiters, complete with a workshop to build House maneuvers for raising their bottom line of \$6,000, to every House in North America. This has netted a corporate thrust plus trained local staff and colleagues. Every House is armed with a thermometer, saturation proposals, basic materials, and a Development gun. Area teams are pushing hard to secure committed money and work through strategies to obtain major patron gifts. Two grassroots mailings are focusing on the themes of Thanksgiving and Advent. Public sector committed money totals \$240,000 to date to be deposited before the first of the year. *And the race is on!* Minneapolis leads the Houses with a grand total of \$6,355 and New York leads the area teams with a gift of \$160,000 that put their thermometer over the top.

## research

### HDTS MODULES: SNIFFING THE AIR

The HDTS in North America was launched with four one-day modules. On Nov. 18 in Fifth City, 140 participated in the Housing and Welfare Modules and on Dec. 2 in Ivy City, 106 participated in the Industry and Living Environment Modules. The US Department of Housing and Urban Development funded these *demonstration* modules as an investment in the future of local communities. Each module was a great event. It included a contextual lecture, a field visit, a resource panel and an implementation workshop. Key to the modules' success was the final workshop that focused implementation on the practical needs of that community.

The modules provide training for auxiliary and local leadership in a Project and consultant service to agencies. They give a sniff after the Third Campaign and the new orbit of Global Social Demonstration replication and expansion. They also suggest a possible answer to the question of Town Meeting follow-up. The next step seems to be the preparation of thirty-six Human Development modules—one in each of the nine programmatic arenas—that could be used in any community.

## operations

### TOWARD THE WORLD FRAME

An analysis of what happened in the London Pivotal City Maneuver revealed a framing method which has now been refined in Houston. During the Houston Pivotal City Maneuver initiation week, representatives of Operations and Development Centurms, area and House priorship, and local colleagues gathered to move on the rapid, catalytic set up of a large number of impact courses, using global networks.

The **first step** in this process was to brainstorm and select the primary targets. The **second step** was to list and select all the informal structures which influence the decisions in the targeted structures. The **third step** was to brainstorm all the people we know who have access to the informal structures of influence or the primary sponsorship targets and would advocate the work of the ICA. The **fourth step** was to discern who can move through informal structures to the primary target with the clout necessary to get an immediate yes. The **fifth step** was to write maneuvers, create the timeline and form the teams to get to all of the targets in four days.

In Houston, at the end of four days, 20 of the 24 selected primary targets had either scheduled an impact course or initiated the process.

## management

### THE GUARDIAN TRUST FUND

In response to the contradiction of a tight cash flow over against committed future monies, the 15th Guardian Consult launched an exciting new concept—the *Guardian Trust Fund*. The Trust Fund will provide a reserve pool of cash that can be advanced to the Institute in favor of committed grants and contracts that normally come in much later than the signed commitments. When the grant or contract monies are received, they will replenish the reserve pool for the advance already received. This mechanism will be invaluable in smoothing the Institute's cash flow procedures.

In order to build the Trust Fund, Guardians are being invited to provide "no interest" loans to the Institute for one year. This money will be invested in commercial paper at Sears Bank, and the interest earned will accrue to the Institute. At the end of one year, or earlier if necessary, the Guardian can redeem his note or, at his option, leave it in for another year.

Rodney Wilson, the ICA corporate treasurer, and the Finance Office will administer the Trust Fund. *Interested Guardians should contact Global Management Centrum: Chicago for additional information.*

# GLOBAL INTERCHANGE

VOL. I, NO. 2

DECEMBER, 1978

## MANEUVER LEARNINGS FROM AREA SINGAPORE

The art of maneuvering is an abstraction, unless applied over against something like *death ground*. We need a better phrase, but this category has become key to us lately in building real maneuvers. Putting his troops on death ground, allowing them to be consumed with urgent, crucial responsibility, is the way a general takes care of his troops.

There are two ways that death ground appears, and each is as authentic as the other: 1) the death ground we impose, and 2) the death ground the Mystery imposes.

1) **The death ground we impose.** The general does not allow his troops to plan protracted campaigns that contain just a series of good tactics. He asks very hard questions that expose this tendency. For example, when auxiliary and local leadership plan the first year of a Project, he pushes, "What is the death ground you are over against in Phase I?" We might say, "We didn't ask that question." He says, "That is not a phase worth doing, then, because you do not know why you're doing it." But we defend ourselves by saying, "We claim the victory of having all programs visibly launched." He retorts, "That is a good victory to wish for and do, but you will not win, because, from what you have said, that battle does not need to be fought. You are simply going by the book of good ideas. A battle that is simply doing a lot of tactics pulled through a program out of a document does not add up to death ground."

We have had a number of situations lately in our area that became self-consciously death ground battles fought and won, which put us into a new orbit. They were, for instance, the governor's arrival, the High Commissioner of Canada's visit, the Consult beginning, our American Express card payment deadline. The general seizes these

occasions and articulates them as the urgency they represent. He fixes dates and calls forth immediate maneuvering. Victories, then, flow out of the maneuvers.

If the death ground situation is less obvious, the general takes a key tactic and imposes death ground onto it. For example, in one HDP, after looking at the maneuver plan a second time, we discerned no real death ground. So we invented one the next day by taking the first Town Meeting and pushing it. We talked to the District Officer, appealed to his interests, set the date with him on his calendar, asked him to give the opening speech, to invite all the leaders from 13 neighboring villages to attend, to invite key state officials, to spend the day before evaluating the HDP, etc. He also said that the new village formal leadership would be organized and announced by that day, a victory that was looking for a handle. So everyone got involved in building a death ground event, or at least a real battle that called forth focused and concerted expenditure and that intended to actually change the situation. Later, the auxiliary loaded even more tactics into the event: handing out the document, making preschool uniforms, asking the District Officer to make a "big promise" (like a new road) at the meeting, etc. Needless to say, that event has a lot riding on it. Death ground is an external something that calls forth an internal resolve when the *aha* breaks through.

2) **The death ground the Mystery imposes.** We would have to say the Mystery is in charge of setting all death ground situations. Yet, there are some that it more obviously imposes, e.g., when we're about to be kicked out of a country or an HDP. The only adequate response is to maneuver like hell, seize the advantages and, if none seem to be there, create them.

### *A Conversation To Do Before Your Next Maneuver Planning:*

1. *Context the death ground situations in the Movement's journey. Give a few examples, e.g., Move 222, Shantumbu, Maharashtra, etc.*
2. *List the death ground situations in your geography in the past year.*
3. *What was accomplished over against those death grounds? What victories were won?*
4. *What do you, the general, do when no death ground seems authentically at hand?*
5. *Why is death ground crucial to the mission?*
6. *How does death ground care for the troops? Give examples.*
7. *What is the death ground facing us at this moment?*
8. *Now, why do we create death ground situations?*



The 5th CITY  
**VOICE**



NO. 19

JULY 22, 1978

PH. 722-3447



**KAWANGWARE**  
**VOICE**

BUILDING FOR THE  
FUTURE

LA VOZ

DE  
SOL DE SEPTIEMBRE



**Local man has found a voice** and, so it seems, much more in the *community newsletter*.

Human Development Projects around the world have discovered that the newsletter, often called the *Voice*, can be a profound tool in sustaining development efforts. First, it is the obvious vehicle for the dissemination of vital public information to the total community. Second, it is a continuous impact on the images of local residents.

*The community newsletter is a tool for doing the whole Project.* It undergirds both the social and the economic development of the community. The latest issue of the *Voix de Lorne de L'Acadie* (Canada) included overviews of all the new commercial ventures in town and described the various services offered by the credit union. Many newsletters underwrite the expenses of production by selling advertisements to local businesses; some announce the specials in the community-owned stores.

**TENNIS SHOES**--Do you need a pair?  
They will be coming into the store this week--  
sizes for all ages.

As the internal publication of a geographically identifiable community, the newsletter displays the community grid or symbol on its masthead. It touches the lives of all the people in the community. The Lorimor (USA) newsletter does this through reporting by stakes (the geographical divisions within the community). The newsletter reports on the progress in all programmatic arenas, and illuminates how all of the community's issues are being resolved. This report from the Builders Guild in Kapini (Zambia) captures the vitality of local man at work.



**JUST WATCH THOSE BUILDERS**

There are now 20 of them and they move like lightning to win the victories. This week they worked with the stakes to lay the courses at

the primary school, assisted the farmers to do the same at the new piggery, finished off the new demonstration toilet which now has an electric light at night, put the last of the grass on the guild hall roof, put in glass windows at the training centre, cleaned and ordered the storeroom, brought in cement, blocks and drums of paint for the workday! Whew!

Each edition of the community newsletter articulates how the community is winning with the enemy—the depth human issue which takes away the people's true freedom and greatness—and deals him a death blow. In the *Voice of Gibson* (USA) this article appeared:

"I HAVE OFTEN WALKED DOWN THESE STREETS BEFORE"

The Gibson community awaits the journey of strolling down its streets around the depot with a new vision before them. Soon there will be signs of new beauty in vacant, sandy land. The visible appearance of a community reflects the care that is present. It pronounces hope and possibility and creates a response of "I want to live here."

In all of the newsletters symbols, slogans, songs and stories play a key role in calling attention to the significance of the work of local people in building human community. One headline in the Pisinemo (USA) newsletter read *Pisinemo Stands Tall Despite Wind and Rain*.

What's in a newsletter? Send your community *Voice* and your reflections on the newsletter to the Global Social Demonstration Office.

## FIFTH CITY HOSTS HDTS

Fifth City, the "mother" of all Human Development Projects (HDPs) and the laboratory in which many of the principles of Human Development were formulated, will host the fourteenth Human Development Training School (HDTS). The eight week school which will begin on January 7, 1979, is the first HDTS to be held in North America.

The HDTS which was first initiated in India in October, 1976, has been the primary form of training for approximately 400 Indian auxiliaries which currently staff 64 HDPs in the State of Maharashtra. Last year, the HDTS was held in Korea, Australia and Venezuela and has just been completed in the Philippines.

The HDTS: Fifth City will be concerned with the particular issues of Human Development in developed nations, as well as preparing volunteers for international service. It is specifically aimed at providing in-depth contexting and training in corporate planning methods and implementation schemes for those interested in spending six months to two years in an HDP. For more information, call (312) 769-5635, ext. 24.

# GLOBAL SOCIAL DEMONSTRATION

KEYSTONE



**KEYSTONES SIGNAL ENGAGEMENT**

A keystone is the wedge-shaped apex stone in an arch which allows the arch to stand. Its invention revolutionized the face of human civilization for the past 6,000 years.

The keystone in a Human Development Project is that structure or system in the life of the Project which dramatically increases local participation. It is that without which the Project will not move into the next phase of actuation. The *keystone maneuver* moves from the point of current advantage to pull all of the tactics of a Project through a confluence of events. In doing a keystone event, a year's worth of work is done in a short period by rapidly and effectively setting into motion a monumental sign of possibility.

At the October North American Project Directors' Meeting and 15th Guardian Consult, the Guardians and Project staff named a keystone for each of the 18 North American Human Development Projects. Each Project's keystone maneuver plan includes a list of

detailed steps, a timeline, and the names of nearby Guardians or Town Meeting participants who will be available to act as an expertise resource pool in assisting the Project to implement its keystone.

The reports from the Human Development Projects on the implementation of their keystone maneuvers have been exciting. Many Projects have held keystone maneuver weekend planning sessions involving Guardians and participants from Town Meetings of the surrounding area. Out of these sessions, plans, expertise, and detail critical to the launch of the keystones have been provided. Many during their off-time and weekends are working on market research, architectural designs, business proformas, management training and facility rehabilitation.

More people are needed to help in the Keystone Campaign. *Interested individuals who wish to volunteer their services should contact the nearest Human Development Project or ICA office.*

**THE EIGHTEEN KEYSTONES**

- |  |  |                                  |
|--|--|----------------------------------|
| 1. FIFTH CITY<br>program self-support            | 7. CHARLOTTEVILLE<br>firewood industry | 13. INDIAHOMA<br>community store |
| 2. IVY CITY<br>land use plan                     | 8. STARKS<br>woodwork shop             | 14. GIBSON<br>depot project      |
| 3. DELTA PACE<br>construction company            | 9. WIDEN<br>Widen store                | 15. ASHERTON<br>renewal program  |
| 4. INYAN WAKAGAPI<br>industries acceleration     | 10. MILL SHOALS<br>industry tie-down   | 16. CUSICK<br>industry naildown  |
| 5. VOGAR<br>stake activities                     | 11. KINNEY<br>village plans            | 17. RICHGROVE<br>central plaza   |
| 6. LORNE DE L'ACADIE<br>industrial stabilization | 12. LORIMOR<br>investment company      | 18. PISINEMO<br>village design   |

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Donations of twenty dollars or more for the work of the ICA will place you on the mailing list. Checks made payable to ICA are tax deductible.