

Phillips

8th Guardian Consult

...got me on the phone, and said, you know "How-are-you-I-am-fine" bit and she says "I hear you've been

reassigned to some kind of a new thing" she says "advocacy and something about Town Meeting" Well, you can

tell them I only had Business Law I and I began to think that this fit the pattern that

sometimes - and this is not as cynical as it sounds - that sometimes we get people in, round pags in square

holes, our best secretaries are funning the elevators, and the timing now has gotten to the point where they

are picking a guy like Phillips to to something that he has no expertise in. She said "No, it really doesn't

have anything to do with the law. We're trying to get people to say how great the Town Meeting Program is,

and I think you'll be working with Joe Pierce." I said "That's it, get the old man out....involved in some

kind of assignment like that" But six weeks ago Joe Pierce and I were assigned to advocacy. Knits

Incidentally I'm getting almost so I can pronounce what without stumbling. But came back, reported to my

be an enablement tool for sponsorship for Town Meetings. Advocacy has no purpose other than that except that it's going to be a lead-in to funding and advocacy and funding are one kind word. But the point is we were to go around the country and get recognition, get the nod, get advocacy for the Town Meeting program.

could see and

So Joe and I and the folks began to brainstorm the kinds of people that we wanted to see and envisioned that we would get a committee of 100 individuals and organizations who would give us a nod, fine, and letters saying so, so we could use them now in our trips around the country, so the committee of 18 would have that material and do have it, which will enable them at the local level to get sponsorship for town meeting. So we spent a few days and got a hundred names or maybe 200 names up on the board, pretty

much in the categories that you have on the table in front of you. There are 9 categories that we were looking for relative to advocacy, and that in substance probably is the report you have on advocacy progress. The kinds of sources we are after, our progress report for today is also attached to the paper there. I will

say a few more words rather than just give you that cold report. It is exciting for me to be associated with their program. It feels good! You go in on calls and all you do is with. We haven't got in principle anyone to say no to our program so far. Some have to consider us, some have to go to their program directors, some have to take it upstairs in their organization to see what their policy is in that - and that's why some of those organizations are started, pending the approval of their executive committees or their program committees. But it's fun to go in and make these calls. I'm concerned a little bit. Had one with . Was concerned in one of my area meetings yesterday with with the consent that's needed to tell the story and what if they say this or how can you field questions that are difficult to field or if they embarrass me somehow, but I just witness to you that this hasn't been a factor in our advocacy calls at all.

It's a we're going into. Just quickly we have the brochure which is being redone. I think it's great, a red white and blue brochure some of you have seen, it's going to be greater, it's being reprinted

we use as a tool in many of our calls, making ourselves known. In the first instance we are not selling the

TCA per se but we want to ground ourselves in what we say we are about and then just point to the obvious

tie-in ~~between~~ between our local community structure and our primal community activity in development and

in the world development that we talk about where so there is obvious tie-in these days in respect to the

town meeting program. We also have a little news ~~xxxxx~~ letter and feature at this time particularly the Lacey

Town Meeting, the workbook, some of the tools we use, and that just excites people, it really does. I'm saying

that because I just came off development, and sometimes when you are on a development call you don't get ~~out~~

quite the same kind of enthusiasm as the Town Meeting calls. But it's fun and it's working and it's going to

be ~~h~~ when we get on local levels and start to work on sponsorship. We image, when we ask for

an appointment, and I suppose some of this comes from my own experience in selling, but a public relations

man once said when you make an appointment, sometimes with a strange person, you say maybe a business person,

and everyone's busy - in principle everyone's busy, you know reading the funnies - you know you ask for an

8-minute appointment, 8 minutes of your time, and Joe and I have learned how to - I may not have made it

as I walked around making this report - but in effect we can tell the ~~xxxx~~ entire story in 8 minutes and get

off stage, if necessary. But we've never made a call yet that hasn't lasted 40 minutes, because of the

response from the other side of the desk, but we've got a story to tell, we tell it, we ask for the order, we

state an advocacy statement and then open it up for a statement from the other side of the desk. That's just

one strategy we're using that's effective. Where we've been - I've got to get a new suitcase, Joe Mathews, I broke

mine. I've been living out of it. We got on the plane - this was two weeks ago, two and a half weeks ago -

went to Phoenix, Denver Phoenix, Los Angeles, San Francisco, Dallas, and Chicago in one 5-day period. I should

tell just a quick little funny. Not funny but interesting story about a fellow we met on the air out of

Texas, Mr Wes Weiss from the Houston area know this man and he's a figure connected to the deputy of the mayor

but we got into his town on Friday night late, and we tried to make an appointment with him all day long because

he was right in the middle of his campaign for reelection and not necessarily the most appropriate time. We

know Mas because Joe and he were located in the broadcasting business a number of years ago. So we had that kind

of tie-in. We couldn't get him on the phone. His wife didn't appear to be the kind of wife you women are. She

didn't know where her husband was, couldn't help us find him, so Joe Pierce from one of the hotels found out

just where he was stationed shaking hands and said this is Thai International Credit calling and we want to talk

to Mr. White. He came running over to the phone and we made a date with him, and had a couple of drinks with him

at 12 that night and excited him with this program. He was right in the midst of campaign, so no way we could

meet him - we didn't know whether he was going to win or lose - but he did win and he is the chairman of the

Bicentennial Committee, the mayor's Bicentennial committee. He wanted the film we'd taken of the Lacey Town

Meeting and we'll take him that, and we'll get his nod. The next week we went east to Washington DC and to

A GOOD MANY

New York City and made arrangements for Washington

You'll possibly recognize many of those name organization who had headquarters in Washington. I'll tell another

little story about my new job and Stan Danley, St who you heard report so well. Stan had 50 years with the United

States government in one capacity or another, primarily with the labour department

and Sam knows everyone who was or is, or maybe will be. So old Sam and old Jim get in the car and start to make

some appointments with a few people and that particular day with the Urban League and the NAACP. That morning

made a call on the Urban League, and began to try to find the NAACP - I'll say why it was hard in a minute -

their office was about a block away from the Capital Building, we were down there riding around, the sign said

you can park here but you're a third cousin at least to President Ford or a Senator and it was hard to find a

place to put the car. So right then we had a strategy meeting and we changed, and this is not me, this is Sam, he

said 'You know what, (this is what we mean sometimes when we talk about secondary integrity) let's go make a call

on Ralph Metcalf, Ralph Metcalf, -as-you-know for those of you who aren't from Illinois, is our Congressman from

... a place to park the car.

Like that, we've had some leads into Lawrence Welk, Hugh Downs in Phoenix, the Carpenters, and some of you, Sally

Meyers has been helpful, very helpful, in getting the intrads to the Carpenters as well as the Rotary Club here

in town, but every one doesn't know everybody, but everyone knows somebody, so we use the apparatus of you ~~people~~ people

when we come to your area to tell us who you know and help us make appointments with the right folks. If I began to

to name all the help we've had from you, I'd leave most of you out.

You've been very helpful in getting us in to make these appointments. Don Bush has been a giant for us relative

to Kiwanis Club Mary Warren Moffett somehow got permission to leave her primary assignment the

other day to take care of Joe if she's going to be gone, and made contact with a community organization there. Dave

Jackson of Kansas City has helped us get through to the people we had to get through to see Lawrence Welk. But

it's just that kind of enablement from you guardians, enabling this to happen, and I'd just like to get offstage

by ~~xxxxxx~~ thanking you for what you have done and we move in terms of celebrating the Bicentennial, thaknking you