

## "TOWARD QUALITY OF LIFE IN THE PUGET SOUND AREA"

### A Brief Description of the Title I (H.E.A.) Project for 1970 Pacific Lutheran University - Tacoma Area College Consortium

#### Background:

... "Priorities and goals for America Northwest," governors' conference, June 30, 1969, Robert Theobald, social visionary, gives keynote address.

... P.L.U.'s CHOICE Director, R. Menzel, linked by Theobald with Roger Hagan, Creative Director of KING Broadcasting Company, and Marvin Durning, attorney-conservationist.

#### July-October:

... Puget Sound Coalition forms, including P.L.U. and Tacoma Area College Consortium (U.P.S., P.L.U., T.C.C.), Western Washington State College and Seattle University, KING Broadcasting Company, and Puget Sound Governmental Conference.

#### December:

... Colleges of the Coalition receive \$87,250 Title I (H.E.A.) grant for Project (out of \$150,000 available to entire state), of which \$28,400 goes to Tacoma Area College Consortium, with PLU-CHOICE as project agent.

#### January, 1970:

... Erling Mork, Assistant City Manager, appointed to CHOICE staff as Project Director. Staff persons from T.C.C. and U.P.S. appointed to project team. Faculty and students, part-time and volunteer. In August, Rev. Bruce Foreman joins staff.

### PROJECT DESIGN

#### Objective:

To develop an informed and responsive constituency of citizens who will act to improve quality of life in the Puget Sound region.

### The Project and CHOICE

The project grows out of CHOICE's conviction that a communications network needs to be built to foster dialogue between diverse groupings in one pluralistic society, to focus on issues, and to lead to appropriate action. The project also affords the Churches to function as "social partner" with other segments of the community so that together human values can be safeguarded and enhanced in an increasingly technological society. The project also provides an excellent vehicle for the church-related university to function as a change agent in the community.

# THE PUGET SOUND COALITION PROJECT

## Background Information

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### What is the Coalition?

Early in 1969 leaders from the Universities, the Churches, and KING TV explored the possibilities of a major regional project involving a series of special TV productions and extensive community involvement around the broad issues of the Quality of Life in the Puget Sound region. In the fall of 1969, as a result of these discussions, application was made for federal funds to match university funds in order to make possible the community development aspect of this project. The application was approved through the State Office of Planning and Community Development early this year. Five universities were the recipient of this grant, each of them matching the federal funds on a dollar-for-dollar basis. A total of \$175,000 is being used in this project by Western Washington State College, Seattle University, and the Tacoma Consortium of Colleges, which includes Pacific Lutheran University, University of Puget Sound, and Tacoma Community College. The funds make possible the recruiting and training of group leaders and coordinators, the writing and production of materials, and the taking care of numerous administrative details involved in a project of this magnitude. In addition to these monies KING TV is making a gift of the production of eight special TV programs as well as the air time to show them. Since the Coalition was begun a great number of additional groups and institutions have joined the project: Skagit Valley Junior College, Bellingham Community College, Everett Community College, Seattle Community College, Highline Community College, Olympic Community College, Evergreen State College, League of Women Voters, PTA, Puget Sound Governmental Conference, and most of the major religious denominations.

### What are the Goals of the Project?

The major goal of the project is to make possible the involvement of large numbers of citizens in taking action on and becoming knowledgeable of the many problems which influence the Quality of Life in our region. There is no pre-determined outcome in terms of what particular kind of action should be taken. The hope of the Coalition is that concerned citizens will be given the tools that they need to take effective action on projects of their choice. For the purposes of this project the Coalition ends with the eighth group session. However, citizens involved in the project may well determine some kind of continuing organization will be necessary and helpful in improving the Quality of Life.

### What Is the Project?

Beginning the week of September 27 about 400 groups will be meeting throughout the Puget Sound Region and will involve some 4 to 5,000 people. Meetings will continue for eight weeks and will include the following: Reality Quiz about the topic for that week, acceptance of eight task assignments by each individual in the group, viewing of the KING TV special program on that topic, and group discussion and decision about the topic for the week. The

topics for the series and the titles of the TV programs are as follows:

1. "We Are Becoming"
2. Population: "People, People Everywhere"
3. Land Use: "Ill Fares the Land"
4. Institutions & Values: "Dissensus"
5. Social Welfare: "Where Men Decay"
6. Economy: "The Cost of Affluence"
7. Ecology: "Community Not Commodity"
8. Politics: "Who Will Choose"

In addition to the showing on KING TV, educational TV stations will also make these programs available to the public according to the schedule below:

Sunday (beginning Sept. 27)	KING, Channel 5	6:30 P.M.
Mondays (Tacoma)	Channel 62	7:30 P.M.
Wednesdays (Tacoma)	Channel 2, 56	7:30 P.M.
Thursdays	KCTS, Channel 9	7:30 P.M.
Wednesdays (beginning Oct. 7)	KCTS, Channel 9	12:30 P.M.

## THE QUALITY OF LIFE

Clean up the air, the water, yes. Save the wilderness, yes. That is easy to say. But . . . get rid of our cars? Limit economic growth? Reduce the standard of living? Examine our values, including a look at the size of our families?

All of these are hard questions, with hard answers. These are the questions that determine the Quality of Life. And these are the questions that will be asked this fall by the members of the Puget Sound Coalition.

The Puget Sound Coalition is the beginning point in an organized effort to involve the whole City of Puget Sound in planning what our lives will be like as our region grows steadily and rapidly more urban and more congested. We are at the beginning of a challenge to ourselves and all mankind that will last as long as life on earth.

The Coalition is composed of representatives of the communications media, universities, businesses, churches, citizen action groups and hundreds of individuals who have responded to the call for action in the past weeks.

### THIS IS THE PLAN

Beginning immediately small discussion/action groups with a membership of 10-15 in a group are being organized up and down the Sound. Some groups are being organized by churches, some by PTA units, some by the League of Women Voters, some by community councils, some by environmental interest groups and some by individuals with no particular group tie.

Beginning the first week in October these groups, and there will be several hundred of them, will sit down together to discuss the problems affecting the Quality of Life and to consider what action they can take to improve the Quality.

The discussions will not be random, hit-or-miss. This is organized, serious business. Each discussion, and there will be eight of them, will be preceded by a television special that will set the stage for the discussion.

Each participant will also have a Discussion/Action Manual which will point out problems and solutions and will help keep the meetings meaningful and to the point.

The first television show will deal broadly with our problems to set the stage for the following discussion topics: Population, Land Use, Institutions and Values, Social Welfare, Economy, Ecology, and Politics and Change.

These television shows are being produced by KING Broadcasting. They will be broadcast by KING and have been made available by the station for the following broadcast schedules for the convenience of the Discussion/Action groups.

Sunday (beginning Sept. 27)	KING, Channel 5	6:30 P.M.
Mondays (Tacoma)	Channel 62	7:30 P.M.
Wednesdays (Tacoma)	Channel 2,56	7:30 P.M.
Thursdays	KCTS, Channel 9	7:30 P.M.
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In order to make certain that the Discussion/Action groups function as smoothly as possible, the Coalition is holding training sessions for the group leaders. The potential leaders will be trained in discussion group techniques and methods and will be more thoroughly acquainted with the contents of the programs. Training will be held on September 19 from 9:00 A.M. to 4:00 P.M. at the following locations: Bellevue Community College, Skagit Valley Community College, and Pacific Lutheran University. The Coalition is also working to provide additional "resource people" from the colleges and universities to answer questions raised by discussion participants.

Persons who wish to participate in a group or serve as a group leader may contact for further information:

Bellingham, WWSC, Mrs. Ruth Melone, 734-8800, X 2325  
Mount Vernon, SVCC, Dean James Ford, 424-1031  
Everett, Puget Sound Coalition, AL9-7151  
Seattle, Seattle University, David Thomas, 626-5320  
Tacoma, CHOICE, Pacific Lutheran University, LE1-6900, X 397  
Olympia, Everegreen State, Academic Dean, 753-7500  
Bremerton, Olympic Community College, Dr. James Bemis, ES7-3891

Administrative Personnel for Southern Puget Sound Area:

Robert K. Menzel, Pacific Lutheran University, Project Director  
Bruce E. Foreman, Pacific Lutheran University, Assoc. Proj. Director  
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Frank Collinge, Tacoma Community College