

THE PUGET SOUND COALITION
A COOPERATIVE ENVIRONMENTAL EDUCATION PROJECT

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KING Broadcasting Company has received awards from Saturday Review and Sigma Delta Chi for "The 8th Day", a series of eight half-hour television shows dealing with the quality of life in the region.

The Puget Sound Coalition, a voluntary association of colleges, universities, citizen organizations, and churches has drawn attention from several parts of the country for having developed a workable discussion/action model for region-wide citizen involvement in environmental issues. The Coalition sponsored more than 400 discussion/action groups that met weekly in response to the television series.

Organization

The Washington State Planning and Community Affairs Agency under Title I of the Higher Education Act of 1965, provided funding for general coordination of the project, organization of the discussion/action groups, and preparation of discussion materials. The institutions providing primary leadership to the Puget Sound Coalition were, Seattle University, the Tacoma Area College Consortium, and Western Washington State College.

The Coalition project was developed on the basis of a model for discussion and action which called for a weekly commitment on the part of individual participants to become involved in the problems under discussion. The three basic instruments promoting discussion were: the television shows; the task assignments; and the reality quizzes.

Program Development

Topics for the broadcasts were chosen by the television station and the universities after several weeks of consultation with authorities on regional problems. The shows were individually titled as follows:

1. "We Are Becoming" (An introductory look at the Puget Sound Region)
2. "People, People Everywhere" (Population)
3. "Ill Fares the Land" (Land and Space)
4. "Dissensus" (Institutions and Values)
5. "Where Men Decay" (Social Welfare)
6. "The Cost of Affluence" (Economy)
7. "Community, Not Commodity" (Ecology)
8. "Who Will Choose?" (Politics and Change)

Content materials for the television series as well as the Quality of Life discussion/action manual were developed by the universities and the television station. Attempts were made to guide the research for both kinds of material to Puget Sound sources to ensure that discussion/action participants would be encouraged to see the relationship between current Puget Sound conditions and problems that are world-wide in scope. Academic and professional authorities in each of the seven subject areas were sought by both the universities and the television station, and their respective research results were shared.

The development of the Quality of Life manual was the responsibility of the colleges and universities. It consisted of an overview of the seven subject areas, individual task assignments and reality quizzes. The task assignments were designed to give the participants first-hand knowledge of, and develop an emotional commitment to, the solution of common problems. The reality quizzes were designed to stimulate interest in the topics and to highlight possible misconceptions which individuals might bring to the discussion.

Discussion/Action Groups

More than 400 groups were organized through the cooperation of citizen action groups, such as the Washington League of Women Voters and the Washington Council of PTA's, and from church groups as well as from individual responses to a promotional campaign conducted primarily by KING Broadcasting Company. One of the most effective of these promotional

tools was the hour-long airing of the Metromedia Production, "1985". More than 700 individuals responded to this telecast, many of whom were placed in discussion/action groups, either as participants or leaders.

In addition to organizing the discussion/action groups, the colleges and universities provided leadership training for each group leader in order to improve the quality of the discussions.

The weekly discussions centered around:

1. The television broadcasts;
2. The fulfillment of task assignments based on observations made during the previous week; and
3. The reality quiz for the current topic.

From the beginning the Coalition emphasized the action phase of the discussion/action process. The intent was to influence the membership of the groups to take action on the issues that were most significant for them but not to directly influence the type of action taken.

At the outset of the series, the action centered around recycling programs and ecologically oriented consumer education programs. Several of the groups organized their own recycling stations, while others sought information about existing facilities and passed the information on throughout their neighborhood, churches, and other organizations.

As the groups progressed through the eight-week series, the action orientation also progressed. Many groups began to seek ways to improve their communication and influence with local, state and national political decision-makers in areas of environmental interest.

Ongoing Group Action

As the series neared completion, the question for many of the discussion/action participants became whether to align themselves with existing environmental groups or to form a new organization based on their Coalition participation. The colleges and universities had previously expressed their willingness to continue working with the groups under either condition. At the conclusion of the series, all participants were invited to a town meeting held at a central location. Existing environmental groups were invited to recruit among the Coalition membership during a morning "fair", and in the afternoon those interested in forming Coalition-based political action groups held an organizational meeting.

The result of that day's activities was that a number of participants joined the Audubon Society, Sierra Club, Washington Environmental Council and similar organizations, while others pursued the development of county-based Coalition political action groups.

Since that time, the Coalition-based political action groups have taken the following action:

1. The Pierce County Action Council (Tacoma) has begun the publication of a regular newsletter, has hosted a series of public meetings with state and local officials and has sent representatives to testify before the State Legislature.
2. The Quality of Life Action Coalition (Seattle) has sponsored meetings on legislative issues, conducted a "write your legislator" campaign at Earth Day activities, and has participated in hearings before the Puget Sound Air Pollution Control Board.
3. ENACT, the Bellingham area action group, has sponsored several area clean-up projects, has begun the regular publication of a newsletter, and has begun to organize the environmental action in rural communities previously left out of the mainstream of environmental action.

All of the action organizations are independent of the Puget Sound Coalition, but receive technical assistance on organizational techniques and environmental problems from the colleges and universities of the Coalition.

Continued Coalition Activity

The 1970 Puget Sound Coalition project is being repeated during 1971 with revised materials and a larger number of program participants, through the use of video taped presentations of "The 8th Day" shows in addition to their rebroadcast by KING Broadcasting Company and the area's educational television station.

Moreover, there is in the successful design and implementation of this broadcast/discussion/action model, a strong potential for its application in other regions of the country. The essential highlights of the program include:

1. The development of effective interinstitutional cooperation among both private and public institutions of higher education located throughout the target area;
2. The development of a cooperative working relationship with a major public-service oriented television station within the area; and

3. The development of linkages with a broad cross-section of community groups, organizations and institutions as a source of group leaders and participants.

The Puget Sound Coalition is prepared to advise and work with potential sponsors of similar projects elsewhere in the country to the end that many social and environmental problems facing other regions might also be addressed by an interested citizenry, educated to the root causes of these problems and united in dedication to their permanent solution.

PUGET SOUND COALITION
1020 East Jefferson Street
Seattle, Washington 98122
(206) 626 - 5320

THE PUGET SOUND COALITION PROJECT

Background Information

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. |

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The Puget Sound Coalition

"The Puget Sound Coalition is an inclusive entity involving groups, persons and universities with a concern for maintaining and improving the quality of life. There is no fixed structure for the Coalition. Its organizational pattern develops out of its operation. This pattern may change as participants, its program and its internal and external relationships change to meet needs and opportunities.

It is only possible to outline the Coalition on a basis of function. It begins with a relationship between universities (at this point TCC, SU, WWSC). The television medium has been brought into this relationship in the cooperative and supportive role of providing a TV series.

To these institutions have come the funds for the operation of the Coalition. Therefore, from these institutions have come representatives to sit together and determine policy initiation, program determination and other policy decisions. At the aegis of these bodies, this representative group has been enlarged to allow representation from environmental groups and councils, churches, the PTA, the League of Women Voters, and other interested groups.

This enlarged body became the Consultation body to which policy and program matters have been brought for discussion and planning for implementation.

From this body the decisions approved are sent back to the universities to be put into operation in their specific areas. In each area a system of small-group discussion groups for the consideration of ecological problems has been organized. These groups have developed into "action" as well as discussion groups. In one sense these groups are independent in their action and yet are aware of what others are doing and report directly to the universities and through the universities to the other segments of the Coalition operation.

"A central office provides a contact and distribution point for the Universities and the groups between meetings of the consultation body. The central office serves only as a point of contact and dissemination of information and has no policy making potential."

Adopted by Steering Committee, P.S.C. Nov. 11, 1970.

File

The Puget Sound Coalition is an attempt at a massive public dialogue on the issues most vital to the City of Puget Sound. It is an attempt to stir ourselves to action . . . to stir ourselves to plan our future, to plan for the Quality of our lives.

During these months the voice of our dialogue is several thousand strong. We trust that this is a beginning, that the voices joining in planning a better life will become a real crescendo of concern.

The Coalition does not have a point of view . . . it exists to raise the questions and encourage more and more citizens to probe for the answers.

We had our beginnings with KING and several colleges and universities in our area. KING has produced a new series – “The Eighth Day” – to serve as the focal point for our discussions. The discussion/action groups have been organized under the sponsorship of Western Washington State College, Seattle University, and the Tacoma Area College Consortium – Pacific Lutheran University, Tacoma Community College the University of Puget Sound. These organizational efforts were in large measure funded by a grant from the State Planning and Community Affairs Agency with funds allocated under the federal Higher Education Act of 1965.

Up and down the sound our call has been answered by Church groups, citizen action organizations, groups with a special interest in the growing ecological problems we face, and concerned individuals.

To assist in the discussions we have prepared a Discussion/Action Manual. The manual was not printed at government expense. The participants themselves are meeting that cost.

I want to add my voice – a voice of appreciation for those who have created the coalition – to the voices of all those who have called out for a better life in the city of Puget Sound.

**Marvin B. Durning
Chairman**

THE PUGET SOUND COALITION - 1970

I. THE PARTICIPANTS

This year the Puget Sound Coalition was formed to facilitate a dialogue between people of the area concerning significant aspects of their environment. A key element in this dialogue has been the production of eight major television programs on the "Quality of Life" by a commercial broadcasting station, KING-TV. Maximum exposure has been made possible by the four-times weekly re-broadcast of the series over three public television outlets: Channel 9, Seattle, and Channels 56 and 62 in Tacoma.

In addition, numerous publications have been produced by the Coalition, including "Quality of Life," a discussion/action manual on environmental quality designed for use in conjunction with the television programs in the small discussion groups.

Among the public and private organizations throughout the region that have substantially assisted in the formation of the Coalition have been: Councils of Churches, Leagues of Women Voters, Parent-Teacher Associations, Washington State Library, and many other environmental groups.

Special help to the discussion/action program has been given by several representatives of the mass communications media, notably The Bellingham Herald, the Seattle Post-Intelligencer, and the Tacoma News Tribune, and KUOW-FM.

II. THE INTRODUCTION OF THE PROGRAM

The implementation of the 1970 Title I grant, in terms of the participation of people throughout the Puget Sound area, got underway at a series of public meetings on May 27, 1970.

To create an opportunity for the fullest participation, these meetings were held at major cities in each of the counties in the area: Tacoma, Seattle, Everett, Mount Vernon, and Bellingham. To these meetings were invited representatives of participating organizations as well as groups who could become participants.

III. LEADER SELECTION

From these groups came the first volunteers to serve as "Group Leaders" and "Coordinators." In the following weeks a concerted effort was made in each geographic area to secure firm commitments from interested persons willing to assume responsibility for bringing people together to form discussion-action groups. In addition to the group leaders, 49 persons were recruited to serve as coordinators, each one to be responsible for maintaining contact with and offering assistance to 10-12 group leaders.

IV. LEADERSHIP TRAINING PROGRAM

Training sessions were offered to the Coordinators on September 12 and 13 at Highline Community College, and for the group leaders at Pacific Lutheran University, Bellevue Community College and Skagit Valley Community College on September 19. At the training sessions, emphasis was placed on laboratory experience in group leadership skills, to assist the leaders in fulfilling their function as facilitators toward the full participation of group participants. Make-up training sessions were held on September 26.

V. COORDINATOR-LEADER RELATIONSHIP

By September 27 a total of 404 groups had been formed around the group leaders, in homes, churches, schools, libraries, and community centers, as the series of TV programs got underway. In the ensuing weeks the coordinators maintained at least weekly contact with each group leader, receiving verbal reports, offering process assistance and a referral service to resource people. Periodically the coordinators have been brought together for progress reports in each of the geographic areas.

VI. WRITTEN REPORTS

Written report forms have been supplied to each group leader on which is submitted progress information, expressions of attitudes and changes, proposals for action as well as a notation of emerging areas of difficulty. These report forms have been studied at each area office of the Coalition before being forwarded to the central office in Seattle for analysis and evaluation. (See page on evaluation component.)

VII. "THE COALITION REPORT"

To establish contact between individual groups and to inform one area what is happening in the other areas, a weekly newsletter goes out from the central office each week. It is sent to each of the group leaders in such quantities that it can be distributed to each group participant. Included in the newsletter has been a progress report, an expanded bibliography on the week's subject, and a report of action projects emerging and undertaken by groups.

VIII. INCREASING PARTICIPATION

Through continuing contact within the Coalition and through continuing promotion through the news media the numerical strength of the groups has been increasing, thus far in the program. In response to newspaper and television advertisements, a steady flow of inquiries regarding the activities of the Coalition has been received. Telephone and/or letter contact has been made with each of these persons and most of them have been assisted to become participants in existing discussion/action groups.

IX. A BEGINNING?

From all evidence received to date, the coalition between groups that formed "The Puget Sound Coalition" has been broadened to include other groups and particularly other persons who, prior to this program, were not actively involved in any study-action groups. There is an increasing desire expressed for a continuing facility to enable these concerned and informed people to remain involved in the dilemmas and possible solutions emerging from the Puget Sound Coalition efforts.

ADDRESS INFORMATION:

| | | Phone |
|----------------|---|------------------------|
| Headquarters: | Puget Sound Coalition 1411 Fourth Ave. Bldg., Rm. 615 Seattle, Wa. 98101 | <u>MU2-5627</u> |
| Northern Area: | Department of Continuing Studies Western Washington State College Bellingham, Wa. 98225 | 676-3320 |
| Central Area: | Urban Affairs Institute 1020 East Jefferson Seattle, Wa. 98122 | 626-5320 |
| Southern Area: | CHOICE Pacific Lutheran University Tacoma, Wa. 98447 | LE1-6900 Ext. 397/8 |

THE NINTH MEETING - A FEELING FOR SOMETHING MORE

From the outset members of our discussion-action groups have been very articulate in expressing a desire for some kind of action to implement the discussion in which they have been engaged.

The Coalition has not presumed to lay out the plan for future action that the groups should follow. The nature of such action and the details of such planning should come out of the groups.

In the opening weeks of the program, group leaders began to return ideas and suggestions for action on their report forms. The suggestions are varied and seem to be determined by specific needs in the geographic areas represented.

In order to bring these embryonic ideas into focus, there has been much discussion for a "Ninth Meeting." Such an undertaking would seek to bring together the persons who have been involved in the discussions in one or several large groups and allow for an opportunity for individuals to become active either in existing groups that are facing specific problems or new associations of people with common concerns.

WHAT FORM SHALL IT TAKE?

The form such a "Ninth Meeting" would take is not yet clear. Many suggestions have been made by participants, leaders, and those who have had experience with similar projects in other areas.

It is the present plan to call together all group leaders to a central place in each county toward the end of October for a discussion and a pooling of ideas for such a meeting. As a second step, plans are underway to bring together all participants, by counties, for a similar planning and/or action session in mid-November, just before or just after the last TV program in the series.

From the desires and ideas expressed by leaders and participants will come the guidelines for the future development of these groups as the Puget Sound Coalition moves into 1971. The Coalition offers the best channel for providing continuing resources and assistance for the informed and concerned people who make up the groups in this year's project.

EVALUATION PROCEDURE FOR THE PUGET SOUND COALITION

In the original plan the on-going evaluation of the Puget Sound Coalition in progress was considered to be part of "group maintenance" and was undertaken by Western Washington State College. Although group maintenance remained as the responsibility of the Northern Area, the evaluation process was given over to the firm of George Nelson Associates in September.

In the fall of 1969 George Nelson Associates was engaged as the consultant for a pilot project in the South Puget Sound region, supported by Title I funds. This pilot project, "Community Issues for Action," provided a Tacoma model for the Coalition of 1970. However, George Nelson Associates was not directly involved in the region-wide program.

The Corporation for Public Broadcasting during this year assigned a special "task force" to carry out an investigation of a possible venture in Environmental Education. This group was given a three-month planning grant for September through November 1970. The C.P.B. requested a plan to be presented from this group on November 30, 1970. In their investigation they discovered the developing Puget Sound Coalition and became interested in it as a model for their proposal to the board of the C.P.B. To accomplish this, a valid evaluation of the project was required.

This special group from the Corporation for Public Broadcasting contracted with George Nelson Associates because of its familiarity with the nature of the project and engaged the firm to make the evaluation. George Nelson Associates took over this work of evaluation at the end of September. Rather than duplicate the detail of group reporting that had been planned by Western Washington State College, the whole matter was given over to George Nelson Associates.

THE PROCEDURE

The schedule of evaluation includes the following: (See exhibits)

1. A "Self-Diagnosis on the Quality of Life" was prepared and distributed through the group leaders to each participant. The purpose of the tool is to determine the attitudes of the participants at the beginning and at the end of the project.
 - a. All the returned forms will be analysed to establish a base.
 - b. Approximately 100 of the participants will be selected for more detailed study. This group will take the test at the conclusion of the project and the results will be compared with the expressed attitudes in the first testing.
2. Weekly report forms have been prepared and sent to each group leader to serve a double purpose:
 - a. to inform the area offices and the coordinators of what is happening in each group, and
 - b. to provide a continuing source of information for the evaluation of the project by George Nelson Associates
3. There is a plan for the evaluators to visit selective groups while they are in session to observe the process in action.
4. Lastly, there is to be a number of face-to-face interviews with participants in the discussion groups to secure their reactions to the project, the methods employed, and their participation in it.

Puget Sound Coalition - 1971

Early in February, 1971, the Washington State Planning and Community Affairs agency, which administers Title I funds under the Higher Education Act of 1965, announced to the consortium of participating colleges that it would allot "at least \$70,000" to the "Quality of Life" broadcast/discussion/action project.

The amount represents one-half of the total Title I funds available to the entire State. The agency judged the project "by far the most effective and far-reaching project funded in Washington under Title I."

Summary of 1970 Project

Under a 1970 Title I grant, the Puget Sound Coalition, consisting of Seattle University, the Tacoma Area College Consortium, and Western Washington State College, was formed to create a constituency informed about the issues of environmental planning and capable of articulating preferences for both short and long-term solutions. The Coalition, working closely with KING Broadcasting Company, compiled a remarkable record of achievements during its first year of operation. Over 400 discussion groups were formed throughout the Puget Sound region involving between 6,000 and 7,000 people. These groups met to create a "massive public dialogue" on environmental quality.

The term "environmental quality" includes: the physical environment - land use, recreational resources, air and water pollution; the social environment - economic development, employment, manpower planning, poverty, crime; the humanistic environment - cultural resources, the arts, fashion, design.

A key element, unique in the nation, in the creation of this dialogue was the production of eight major television programs on the quality of life, "The 8th Day," by a commercial broadcasting station, KING-TV. Maximum exposure was facilitated by the four times weekly rebroadcast of the series over three public television outlets: Channel 9, Seattle, and Channels 56 and 62, Tacoma. These programs were closely coordinated with the functioning of the discussion groups. In addition, numerous publications were produced by the Coalition, including "Quality of Life," a 96-page discussion/action manual on environmental quality designed for use in conjunction with the eight television programs.

The 1970 Title I program was substantially assisted by numerous public and private organizations throughout the region. Special help to the discussion/action program was also provided by several other representatives of the mass communications media. All of these cooperating organizations are identified below.

It is known that this is the first time in the Pacific Northwest that a cooperative effort between institutions of higher education, units of government, and private industry represented by commercial television has been aimed at the creation of an informed, involved, and influential constituency on a regional basis in an area of major social concern. It is further known that no similar efforts utilizing the broadcast/discussion/action model have been made elsewhere in the country pertaining to the quality of life over an entire region. (See Exhibits: Letter from George Nelson Associates and Public Broadcasting Environment Center (related to Corporation for Public Broadcast)).