

A. PROJECT DESCRIPTION

1. Project Title and Number: Project Number 70-120-006, "The Future of Puget Sound: A Citizen Awareness and Involvement Project." Phase I

Reporting Institution: The Tacoma Area College Consortium (Pacific Lutheran University, University of Puget Sound, Tacoma Community College) Fiscal Agent: Pacific Lutheran University

Project Director: Robert K. Menzel, Director
Center for Human Organization in Changing Environments (CHOICE)
Pacific Lutheran University
Tacoma, Washington 98447

Period of Grant: January 1, 1970 - February 28, 1971

2. As one of the three main components of the Puget Sound Coalition, the Tacoma Area College Consortium based its project activities on the same premises as those of the wider Coalition. The major goal of the project was to make possible the involvement of large numbers of citizens in becoming knowledgeable of and taking action on the many problems which influence the quality of life in the Puget Sound region. There was no predetermined outcome in terms of what particular kinds of action should be taken. The hope of the Coalition was that concerned citizens would be given the tools that they needed to take effective action on projects of their choice. For the purposes of the project, the Coalition ended its involvement with the eighth group session, and "The Ninth Day" Community Meeting on December 5, 1970. However, as of the termination date of the contract citizens involved in the project are presently working through continuing organizations which are dedicated to improving the Quality of Life.

The specific contribution of the Tacoma Area College Consortium to the Puget Sound Coalition "Quality of Life" project were both regional and general. The Consortium arranged for a southern region airing of the "Eighth Day" television series by scheduling it to be shown over KPEC-TV, Channel 56 and KTPS-TV, Channel 62 in Tacoma. In addition, the formation of the groups was begun in the Tacoma area at a public meeting in the Public Utilities Auditorium on May 27, 1970. To this meeting were invited representatives of participating organizations as well as groups which could become participants. From these groups came the first volunteers to serve as group leaders and coordinators. Further recruiting provided the southern region with 11 coordinators responsible for approximately 125 group leaders.

In the division of labor among the Coalition schools, the Tacoma Area College Consortium assumed responsibility for leadership training, designed and implemented by Dr. Ronald Jorgenson, Dr. Branton Holmberg and Professor Robert Menzel of the P.L.U. faculty. The training design is included in the Exhibits accompanying the overall report. A training session for the southern region group leaders was held on the Pacific Lutheran University campus on

September 19. At this workshop, the 11 group coordinators who had been trained in the coordinator workshop the week before assisted in training the southern region group leaders in communication skills.

By September 27, the start of the "Eighth Day" series, 104 groups of approximately 10-12 participants had been formed in the southern region around the group leaders in homes, churches, schools, libraries and community centers. The 11 coordinators maintained at least weekly contact with each group leader. By the end of the project, it was estimated that approximately 1100 people were involved in the project in the southern region, with an estimated 2500 having at least viewed all or part of the "Eighth Day" series.

3. The Tacoma Area College Consortium had considerable input into the formulation of the "Eighth Day" series, which has won awards for excellence in public service broadcasting from Saturday Review magazine and from the Sigma Delta Chi journalism fraternity. Also, the Quality of Life discussion/action manual shows the influence of the expertise of the schools of the Consortium. Weekly contributions were made by the southern region to The Coalition Report, the weekly newsletter which went out to all the participants during the project.

The Pierce County Action Coalition Newsletter has grown out of the work of the Puget Sound Coalition in the Tacoma Area. The Newsletter, a monthly, is the official organ of the Pierce County Action Coalition, a consortium of various environmental groups which were either started or brought together by the Puget Sound Coalition project. Similar groups and publication exist also in other Puget Sound counties, especially Thurston and Kitsap, which were administered through the Tacoma office. Although the Thurston group is inactive at the time of this report, the Kitsap County Action Coalition is still functioning and publishing its own monthly newsletter.

In addition to these formal publications and media, other materials such as notification of public meetings, preliminary informational news releases, publicity fliers and various formal and informal reports and resumes of the Coalition's activities have been produced by the southern office. Copies of many of these materials are included in the Exhibits.

ATTENDANCE

1. Attendance by the participants in the southern region, exceeded original expectations. At the first official function, the training session for group coordinators on the 12th and 13th of September, the southern region had 11 coordinators present. At the leader training session held September 19 at P.L.U., these 11 coordinators helped train approximately 125 group leaders. By the time of the beginning of the "Eighth Day" series, there were 104 discussion/action groups with an average of 10-12 participants formed in the southern region with a total of approximately 1100 participants. Although the number of groups declined somewhat over the length of the series, the number of participants conversely increased slightly.

people the handle by which they could attack those problems which were pointed out by the series and discussed in the groups.

2. The project's primary value to the community came in the areas of informing, sensitizing and organizing. Before the "Eighth Day" series, there had never been a systematic study of all aspects of the Puget Sound environment available to all people in their living rooms. The model had been used before in Tacoma, but on a much smaller scale and with a more limited subject matter. The series provided the needed broad, overall environmental information, and evaluations showed that it was watched by a significant percentage of the region's television viewers, not all of whom participated in the discussion/action groups. It was estimated that 25,000 people in the Tacoma area viewed all or part of the series. In addition, the series was used by several southern region school districts as a teaching aid.

The discussion/action groups served to sensitize the participants to the various problems pointed out by the series. Reality quizzes showed people their ignorance and latent prejudice, and the task assignments got people involved in a physical way in the issues. Even if no organized group activity was engendered by the discussions, the participants were still better informed about and more sensitive to the problems influencing the quality of life. And, this informed and sensitized population forms the necessary foundation for the changes which many people believe must occur to solve the environmental crisis.

The formation of action groups was, of course, the hoped-for result of the Puget Sound Coalition activity. In some cases, the discussion groups remained intact after the end of the series and took action consistent with the drift of their discussion. In other cases, interested individuals from several groups got together to organize new ecological action groups. Still other people joined existing groups to work for change. The most tangible result of the Coalition's activity in the southern region is the formation of the county-wide Action Councils, of which the Pierce County Action Coalition is the largest and most viable. These Action Councils are consortiums of former Puget Sound Coalition groups and other new and old ecological thrust organizations.

3. The Coalition made possible for the first time on such a massive scale the participation of numerous people, including minority groups, in decisions aimed at their social and economic benefit. There were no special requirements for entrance into or formation of a discussion/action group. Deriving strength from numbers, many concerned people who had before felt powerless to affect any change began to agitate for what they felt to be needed reforms. Many people in the Tacoma area who had not been involved in any action projects prior to the Coalition became active because of the avenues for activity it provided. The task assignments especially showed people what can be done if a person takes time to investigate the potentials. Finally, through the formation of action groups growing out of the Coalition's activities, citizen participation was most

fully facilitated.

4. The Puget Sound area universities were the primary functioning institutions of the Puget Sound Coalition. The Tacoma Area College Consortium was the agent of the Coalition's work in the south region. Resource people from the biology, chemistry, sociology, economics, philosophy, education and religion departments of P.L.U. and U.P.S. contributed to the planning of the "Eighth Day" series' content. The University campus was the site of leadership training workshops and several professors served as trainers. In fact, the community service structure of each participating college and university was significantly strengthened as a result of the 1970 Title I program. The CHOICE Center at P.L.U., the Urban Studies Program at U.P.S. and the Community Services Department at T.C.C. all experienced an expansion of their community service program. Large groups of faculty and students on the individual campuses were actively involved in discussion/action groups, many of which have had a mixed community-university composition. Special classes, seminars and laboratory and special projects also occurred on each of the campuses. Additionally, faculty of the respective colleges and universities have served as resource people in content areas; specifically, three graduate students and one instructor served as group coordinators and at least 10 group leaders are students or instructors with about 100 students as members of groups.

For example at Pacific Lutheran University:

- a. Increasing numbers of faculty members were involved, primarily as volunteer consultants in developing material for telecasts and workbooks.
 - b. An "Environmental Semester," involving political science, the humanities and the natural sciences was planned to be introduced for 40 students the following semester.
 - c. An Environmental Thrust Forum was formed. Involving faculty and students, the Environmental Thrust Forum is more than an environmental concerns forum, but also implies action and involvement.
 - d. The University's commitment to community affairs is growing steadily at top administrative levels.
 - e. The Center for Human Organization in Changing Environments (CHOICE), established in 1969, was greatly strengthened in its capability for community service on behalf of P.L.U.
5. The Methodology was appropriate to the problem in the realm of theory and, with some refinement, can be made to conform in practice. Given the resources available and the amount of people to be reached, it is hard to conceive of any other way of carrying out the project. Practice, of course, never conforms perfectly to theory and there

were several areas in which there is room for improvement. First is the recruitment of leaders. In order to insure both a more heterogeneous group make-up and a greater degree of attitudinal change, the "catch-as-catch-can" method of leader recruitment should be replaced with a more organized method. Also, there should be better training in group process for the leaders and coordinators. More and better communication between the groups and the regional staff in Tacoma would also be helpful. Finally, there was an almost universal call for more effective follow-up procedures to provide those who have been sensitized by the series and discussions with various avenues through which they can express their concern for environmental issues.

6. In one sense, the entire idea of a large coalition of geographically diverse universities and media using the media/discussion/action model for a mass public education project was in itself unique, for in its particulars it had never been tried before. The model had been tested in a low-budget four-session pilot project in the Tacoma area in October, 1969. If the model itself was not unique, the great area covered by the Puget Sound Coalition project certainly was.

The Tacoma Area displayed several unique and innovative elements, the most important of which was the existence and utilization of the Tacoma Area College Consortium. Not merely a loose and informal association of U.P.S., P.L.U. and T.C.C., the T.A.C.C. is a formal agreement signed by the Presidents of the three institutions signalling their intention to work together on various community projects. During the Puget Sound Coalition project, they worked together, with P.L.U.'s CHOICE Center as their action arm, to organize and continue the discussion/action groups of the southern region. Since the project, the Consortium has been expanded to include Tacoma's Fort Steilacoom Community College, Olympic College in Bremerton, and the new Evergreen State College and St. Martin's College in Olympia.

7. Although the Coalition had expected that there would be some sort of continuing organizations formed as a result of the project, the exact nature of these groups had not been anticipated. The coalition of various interested Pierce County Puget Sound Coalition discussion/action groups into one large organization, the Pierce County Action Coalition, was therefore quite unexpected. The formation of similar large action coalitions in Kitsap and Thurston counties was likewise not anticipated. Also a number of groups have continued to meet and work on neighborhood and local projects.
8. The same type of project could be very effective in other locations in the nation. On a smaller scale, it has been very effective on a city-wide basis, having been used successfully in Minneapolis/St. Paul and Tacoma. The only limitation would seem to be the ability or inability to receive television signals. Of course, as the geographical area to be covered grew larger, the attendant problems of effective organization and communication would also increase. The

Coalition was fortunate to have a geographical entity of the magnitude of Puget Sound around which to orient both its factual input and its organization. But, the theory is a sound one and it is not inconceivable that the project could be expanded to include not only regions, but also states and even the entire nation. Inquiries have been made and consultations held with regional and state-wide groups in California. The Corporation for Public Broadcast intends to use the model elsewhere in the U.S. if funds become available.

9. The interaction and cooperative action of colleges and institutions was the life-blood of the Coalition. Western Washington State College, Seattle University and the Tacoma Area College Consortium were associated with KING-TV to form the Puget Sound Coalition. The Department of Continuing Studies was the action arm for Western, as was the Institute of Urban Affairs for Seattle University. P.L.U.'s CHOICE was the action and administrative arm for the Tacoma Area College Consortium. All the planning and execution that was done came as a result of a community effort by all these institutions.
10. The above-mentioned Pierce County Action Coalition is one good example of an on-going result of the Puget Sound Coalition project, as are similar groups in Kitsap and Thurston Counties. The "Eighth Day" project will be updated and repeated in its entirety, using the knowledge gained from the first phase to make the second phase an even more refined instrument of communication and education on environmental issues. The Coalition is also planning a new series of television programs with the subject of law and justice which will be shown in even more groups in the spring of 1972, and possibly a new series on quality of life in Fall, 1972.

Project Number: 71-120-003
"The Future of Puget Sound: A Citizen Awareness and
Involvement Project"

Reporting Institution: Pacific Lutheran University, agent for the
Tacoma Area College Consortium.

Project Director: Robert K. Menzel, Director
Center for Human Organization in Changing
Environments (CHOICE)
Pacific Lutheran University
Tacoma, Washington 98447

Period of Grant: April 1, 1971-March 31, 1972

(A comprehensive report covering the entire regional project of the
Puget Sound Coalition will be submitted upon completion of the
Western Washington State College component, for which PCAA granted
an extension.)

The following report is divided into three sections in keeping with
the three phases we have contracted to accomplish in the project as
set forth in the Scope of Services document:

Phase I, Facilitation

Phase II, Resource Utilization

Phase III, Planning

Phase I, Facilitation

The Scope of Services document for the project called for the
carrying out of Phase I., Action Group Facilitation, whereby project
personnel would assist groups, particularly the newly formed county
action councils, in developing their organizational structures, gain
access to governmental and other agencies; and to provide them with
printed materials, newsletters, and other educational and supplemental
material.

Facilitation of on-going groups in Kitsap, Thurston and Pierce
Counties was of two kinds: Conventional and Special Project.

2. Relative to Institutions of Higher Learning

The Puget Sound area universities and colleges were the primary functioning institutions of the Puget Sound Coalition. They are Pacific Lutheran University, University of Puget Sound, Tacoma Community College, Fort Steilacoom Community College, and Olympic College in the southern region. Each of these institutions was represented in the project by a coordinator. These people not only represented their respective institutions, but also were active as coordinators and recruiters of group leaders. It was in the area of the college and university campuses that the general public appeal for discussion/action groups was the most successful. Students from nearly all of those named institutions were co-members of groups with citizens from the general public. In other cases, groups were formed on campus which were primarily student or student/faculty groups.

The "Eighth Day" series will enjoy a continuing exposure on our college campuses through the kinescopes and the 1/2 inch video-tapes. Several courses were scheduled for the January single-course Interim at PLU which used these materials, and later at Fort Steilacoom Community College.

An Environmental Action Models Fair was held on December 4th, on the campus at PLU. 15 groups and organizations (including one industrial firm) participated as exhibitors. In addition, there were speakers throughout the day, and environmental films. This event was attended by 288 people, many of whom were recruited by action and study agencies.

Relative to the Community:

No efforts were made to evaluate the impact on the resource utilization phase of the project, except as the action councils, particularly in Thurston and Pierce Counties were revitalized or maintained.

3. Faculty Involvement

Four faculty members in the Southern region served as "campus coordinators" for the series, and organized on and off campus groups. In addition, faculty members were identified as involved as group members, group leaders, and as observers. During the evening broadcast series, secondary school participation was apparently very light.

The greatest impact of the series in the schools, colleges and universities is being felt in the post-evening broadcast series activity. At least 15 college and university professors or instructors, and at least 43 secondary school teachers in the southern region used the series or materials therefrom in their curricula in December, January, and February. Two January Interim courses involving six instructors in team-teaching situations used the series at Pacific Lutheran University, as did one such class at Fort Steilacoom Community College. As reported in greater detail in the next section of this report, nearly every college and university in the region, and many of the reporting secondary schools, are using the series as a continuing and permanent part of their curriculum. In addition, the series has stimulated many courses which do not use the series directly, but whose inception was a response to the enthusiasm and involvement generated by the series.

PLU has undertaken an Environment Studies Certificate program which will begin in Fall, 1972.

4. Student Involvement

Surveys were run in the various colleges and school districts to determine the extent of student involvement in both the regular evening broadcast series, and the daytime Educational Television broadcast series. The latter figures were made to include those using the kinescopes and video-tapes as well. The response to these surveys is indicated in the table below. These numbers of involved students refer only to those who replied to the survey questionnaires, and are not believed to be comprehensive.

FIGURE I STUDENT INVOLVEMENT

	<u>Fall Series</u>	<u>Video-tapes, Kinescopes Educational Broadcasts</u>
Pacific Lutheran University	28	90
University of Puget Sound	3	150
Tacoma Community College	50	350
Ft. Steilacoom Community College	<u>16</u>	<u>12</u>
Total College Level	97	602

Puyallup School District		500
Franklin-Pierce School Dstrt.	3	325
Tacoma School District		900
Rochester School District		30

	<u>Fall Series</u>	<u>Video-tapes, Kinescopes Educational Broadcasts</u>
Summer School District		370
Rainier School District		50
Lakes School District		100
Olalla School District		48
Olympia School District	74	110
Central Kitsap School Dstrt.		350
Tenino School District		20
Total Secondary School Districts	<u>77</u>	<u>2795</u>

All of the college and university student involvement noted above is the result of curricular impact of the "Eighth Day" series. For example, two separate January Interim courses, involving six instructors, were conducted at PLU in January of 1972, accounting for the 90 students listed for post-series involvement. Tacoma Community College reports six courses that are currently using the series on video-tape or other materials related to the series. The University of Puget Sound reports that the Quality of Life project has been instrumental or influential in the creation of four new courses on campus, as indicated in the memo from L.C. Mehlhaff to Ralph Holmes as shown in the appendix to this report. The project helped to inaugurate a new environmental studies curriculum. See Appendix for details. Twelve faculty members worked on the curriculum. Pacific Lutheran University inaugurated an Environmental Studies Certificate program to begin in September, 1972.

This same positive response is noted in the secondary schools, where the kinescopes, video-tapes, and study materials were shown. In addition, KTPS-TV has acquired their own copies of the "Eighth Day" on two-inch color tapes for later use. Puyallup School District has taped their own copies of the series on 1/2 inch video-tape directly from public broadcast, in order that they may use the series at will. Pacific Lutheran University has also acquired a set of 1/2 inch tapes by the same process and for the same reasons as has Puyallup School District.

Phase III. New Program Development

A small portion of staff time was designated for development of other applications of the media/discussion/action model of community development.

At the close of the project period (March 31) final negotiations were being made with the Pierce County Law and Justice Planning Office for funding of a similar project of citizen awareness and action around issues of law and justice.

9. Project Operations:

The contribution of the Tacoma Area College Consortium to the Puget Sound Coalition "Quality of Life" project was manifest on both the regional and local levels. The Consortium arranged for southern region prime-time viewing of the "Eighth Day" television series on both educational channels in the Tacoma area, namely KPEC-TV, channel 56, and KTPS-TV, channel 62. In addition, extensive daytime educational broadcast scheduling was arranged for later in the year (beginning in December) over KTPS-TV, channel 62.

The formation of viewing groups and public exposure of the project was begun in the Tacoma area at a public meeting held in the Tacoma Public Library on May 26, 1971. Representatives of participating organizations, as well as the general public were invited to this meeting. Further recruiting provided the southern region with 12 coordinators and 45 group leaders.

In the division of labor among the Coalition schools, the Tacoma Area College Consortium assumed responsibility for development of the leadership training model, which was designed and implemented in the southern region by Ralph Holmes, Project Coordinator, and Robert K. Menzel, Director of the Center for Human Organization in Changing Environments (CHOICE), on the Pacific Lutheran University campus. The training model is included in the Exhibits accompanying the overall report. A training session for the southern region group leaders and coordinators was held on September 18th at Tacoma Community College. This training session was followed up the following week with a training session at Pacific Lutheran University for those leaders and coordinators who had been unable to attend the September 18th session. Good and bad leadership styles were demonstrated and discussed, along with a "normal" group meeting demonstration. All paperwork and communications systems were explained at length to all participants, and all questions voiced were answered.

By September 27, the start of the prime-time viewing schedule, 47 groups of approximately 10-12 members each had been formed in the southern region. These groups met in homes, churches, schools, libraries, and community centers. The 12 coordinators maintained a minimum contact level of once per week with each group leader. By the end of the evening broadcast schedule, it was estimated that approximately 500 people were involved in the project in the southern region, with an indeterminate number of people having viewed at least part, if not all of the "Eighth Day" series.

Daytime broadcasting via educational television was promoted heavily in the secondary schools, and in addition, one-half inch video tapes and 16 mm kinescopes of the program were made available to all schools in the southern region. It is estimated, based on a survey of the schools, that 2795 students on the secondary level, and 602 college students have taken advantage of the daytime broadcast schedule, video tapes, or kinescopes to become involved in the project.

10. Project Accomplishments:

A. Evaluation

The goals of this project are to "provide an informed and responsive constituency on the "Quality of Life." Accomplishment of this general goal entailed fulfillment of several sub-goals during operation of the project itself. A first sub-goal was to involve large numbers of citizens in discussion/action group participation, so that the educational aspects of the major goal could be initiated. In the Tacoma area, it was found that recruitment of citizens went more slowly than anticipated, despite early and continuing concentrated efforts by the project coordinator, the group coordinators, and even by the group leaders as they evolved. Extensive discussion with those involved has caused development of the following rationale in explanation of the general public resistance to meaningful involvement this year as contrasted with the experience of 1970. The general public tends to think of "environment" in terms of air and water pollution, and especially with respect to litter. Those matters have been of considerable concern to the general public for some time, and seem to have lost their "excitement value." The term "fad" or "bandwagon" would be quite appropriate here. We can say with considerable conviction that the "fad" appeal of environmental concern has diminished considerably since mid-1970.

An additional source of resistance was quite surprising to the project employees, and required considerable revision of operating plans, as it became evident. It had been assumed that a large number of Southern Puget Sound area group leaders for this year would be drawn from participants of the 1970 project. In this we were very disappointed. The consensus of feeling among many of those participants from last year is that they are now deeply involved in direct action groups and efforts, and feel that involvement in the educational process at this time would be a step backward for them personally, and would be sufficiently time-consuming to interfere with their current action-oriented activities.

In the Southern area we fell short of our area goal of 80-100 groups, and can report a total of 47 groups which met during the period in which the "Eighth Day" series was broadcast to the general public. The recorded total of groups numbered from 5 to 25 members, with an average of 11+ for a total of 526 participants.

Although the number of groups in the public sector was smaller than projected, a much greater involvement came from areas from which we had projected a much smaller response. The secondary schools in the Southern region have given a strong response to the daytime educational television broadcast schedule of station KTPS-TV, the public broadcast station of the Tacoma Public School system, and to

the availability of 1/2 inch video-tapes and 16 mm kinescopes as well.

Not all of the school viewing could be counted. On the basis of reports submitted by school administrators, at least 3571 students on the secondary level, have viewed or are presently viewing the "Eighth Day" series. The video-tapes, kinescopes, and the two-inch tapes owned by KTPS-TV ensure that the program will continue to be available and to reach students for some time to come. It is the opinion of the project administrators that this involvement in the schools will have a long-term effect on our future environment as we are now directly reaching the constituency of tomorrow with the concerns of today and tomorrow.

B. Relative to Institutions of Higher Learning

The Puget Sound area universities and colleges were the primary functioning institutions of the Puget Sound Coalition. They are Pacific Lutheran University, University of Puget Sound, Tacoma Community College, Fort Steilacoom Community College, and Olympic College in the southern region. Each of these institutions was represented in the project by a coordinator. These people not only represented their respective institutions, but also were active as coordinators and recruiters of group leaders. It was in the area of the college and university campuses that the general public appeal for discussion/action groups was the most successful. Students from nearly all of those named institutions were co-members of groups with citizens from the general public. In other cases, groups were formed on campus which were primarily student or student/faculty groups.

The "Eighth Day" series will enjoy a continuing exposure on our college campuses, through the kinescopes and the 1/2 inch video-tapes. For instance, there are several courses scheduled for the January single-course Interim at PLU which will be using these materials, and specific use is also planned at Fort Steilacoom Community College for use of these materials in the immediate future.

This year, the Action Models Fair was a regional enterprise, conducted in the Southern region only. The Fair was held on December 4th, on the campus at PLU. The attached exhibits will identify the 15 groups and organizations (including one industrial firm) participating as exhibitors. In addition, there were speakers throughout the day, and environmental films. This event was attended by 288 people, many of whom were PLU students.

C. Relative to the Community

The Resource Utilization phase of the project served as the stimulus for the formation of an action group in Thurston County. Although an attempt was made to form such a group at the conclusion of the "Eighth Day" program in 1970, that organizational attempt ultimately failed. As a result of the 1971 project, that organization has been given new life, and a new opportunity to provide Thurston County residents with an effective action outlet. This Olympia area is of special importance due to its geographical location at the seat of State government. In addition, the project this year resulted in increased membership in other existing action organizations, as well as an enlivening of interest and commitment by many of their existing members.

As in last year's project, the primary value in the 1971 project came in the areas of informing, sensitizing and organizing. The "Eighth Day" series does indeed spur people to gather information at a very personally involved level on the subject matter, and to become better informed and more capable of in-depth understanding of the issues of our environment. The concept of a single report or program which does not take a radical stand, but rather merely presents the facts of existing controversy, and then leaves it to the observer to search for material relevant to his interests, to struggle for cogent answers and action possibilities is quite surprising to most participants on their first exposure. They seem to find themselves in a position where they can begin to be involved without having to first take a radical stance on the issue. Their response to this mature, individual responsibility approach is usually one of high excitement and deep commitment. They are then able to see our problems not as power plays, but as conflicts to which there is no single perfect solution, conflicts to which the answers are obscure, but which certainly demand compromise based on knowledge rather than enforcement based upon private hopes for gain.

The discussion/action groups served to sensitize people in two distinct groups. The participants were, of course, highly sensitized through their commitment to the groups, the project's process, and through the principles of group process in human interaction. Even those participants who have not committed themselves to continuing participation through an action group hopefully will continue to be sensitive for many years to come to the reality and seriousness of our region's environmental problems, and will weigh their voting decisions, as well as their general attitudes, against their new knowledge and concern.

The second group affected are the public officials and employees who were approached by the group members in doing their task assignments. These people, at nearly all levels of local government, have been

made to realize that there are many, many people in their constituency who are interested in local government, and in the decisions it makes. This is a form of pressure that can be extremely effective in determining action paths by public officials, and well it should be. And so, we can see that a double benefit is derived from the task-assignment concept. It not only sensitizes and informs the group participant, it also has a far-reaching effect on the public official who is asked through it to explain the local government's program for the future, and the official's part in that program.

The organizing effect of the project is, of course, best shown in the formation of the new action group in Thurston County, and the strengthening of the existing action groups throughout the region, as discussed previously.

12. Describe the Prior History of the Project

A similar but much smaller scale project using the media-discussion-action model took place in Tacoma in October of 1969. The pilot project for that project was tried in Minneapolis/St. Paul previously. In 1970, the model was used on a much broader scale in the first region-wide "Quality of Life" project. The results and other pertinent data concerning that project have been thoroughly documented in reports. (See 1970 Report and Evaluation.)

13. Faculty Involvement

Four faculty members in the Southern region served as "campus coordinators" for the series, and organized on and off campus groups. In addition, faculty members were identified as involved as group members, group leaders, and as observers. During the evening broadcast series, secondary school participation was apparently very light.

The greatest impact of the series in the schools, colleges and universities is being felt in the post-evening broadcast series activity. At least 15 college and university professors or instructors, and at least 43 secondary school teachers in the southern region used the series or materials therefrom in their curricula in December, January, and February. Two January Interim courses involving six instructors in team-teaching situations used the series at Pacific Lutheran University, as did one such class at Fort Steilacoom Community College. As reported in greater detail in the next section of this report, nearly every college and university in the region, and many of the reporting secondary schools, are using the series as a continuing and permanent part of their curriculum. In addition, the series has stimulated many courses which do not use the series directly, but whose inception was a response to the

enthusiasm and involvement generated by the series. (Reference is made elsewhere to PLU's Environment Studies Certificate program, planned in Fall, 1971, and to be implemented in Fall, 1972.)

14. Student Involvement

Surveys were run in the various colleges and school districts to determine the extent of student involvement in both the regular evening broadcast series, and the daytime Educational Television broadcast series. The latter figures were made to include those using the kinescopes and video-tapes as well. The response to these surveys is indicated in the table below. These numbers of involved students refer only to those who replied to the survey questionnaires, and are not believed to be comprehensive.

FIGURE I STUDENT INVOLVEMENT

	<u>FALL SERIES</u>	<u>VIDEO-TAPES, KINESCOPES EDUCATIONAL BROADCASTS</u>
Pacific Lutheran University	28	90
University of Puget Sound	3	150
Tacoma Community College	50	350
Ft. Steilacoom Community College	<u>16</u>	<u>12</u>
Total College Level	97	602

Puyallup School District		500
Franklin-Pierce School Dstrt.	3	325
Tacoma School District		900
Rochester School District		30
Sumner School District		370
Rainier School District		50
Lakes School District		100

	<u>FALL SERIES</u>	<u>VIDEO-TAPES, KINESCOPIES EDUCATIONAL BROADCASTS</u>
Olalla School District		48
Olympia School District	74	110
Central Kitsap School District		350
Tenino School District	<u> </u>	<u>20</u>
Total Secondary School Districts	77	2795

Many of the above listed secondary students who are now receiving exposure to the "Eighth Day" series through the kinescopes and video-tapes were out of the broadcast range of the local Television stations, and would not have received this exposure had those other media not been made available.

All of the college and university student involvement noted above is the result of curricular impact of the "Eighth Day" series. For example, two separate January Interim courses, involving six instructors, were conducted at PLU in January of 1972, accounting for the 90 students listed for post-series involvement. Tacoma Community College reports six courses that are currently using the series on video-tape or other materials related to the series. The University of Puget Sound reports that the Quality of Life project has been instrumental or influential in the creation of four new courses on campus, as indicated in the memo from L.C. Mehlhaff to Ralph Holmes as shown in the appendix to this report. The project helped to inaugurate a new environmental studies curriculum. See Appendix for details. Twelve faculty members worked on the curriculum.

Many of our college and university coordinators report that, although it is difficult to isolate the Quality of Life project, or any other single stimulus as being responsible for curriculum changes, there is no doubt whatsoever that the project has been influential in such changes, and that the materials developed in the course of the project, as well as the educational model involved, will continue to be used in our institutions of higher learning for some time to come.

This same enthusiasm is noted in the secondary schools, where the response to our offerings of kinescopes, video-tapes, and study materials has taxed our physical ability to respond. In addition, KTPS-TV has acquired their own copies of the "Eighth Day" on two-inch color tapes for later use. Puyallup School District has taped their own copies of the series on 1/2 inch video-tape directly from public broadcast, in

order that they may use the series at will. Pacific Lutheran University has also acquired a set of 1/2 inch tapes by the same process and for the same reasons as has Puyallup School District. There is, then, no doubt whatsoever that the "Eighth Day" series, and all that it represents, will be a prominent part of both our higher education and the secondary schools curricula for many years to come. It is felt by the Southern region administration that this is only fitting, as that is the place where the most lasting and beneficial effect of our efforts will be insured.