

October 11, 1972

WK
file choices

M E M O R A N D U M

TO: ~~JPK~~, BP, WBS, SP, LBS, MMcM, Bill Goldbeck, Al Waller,
Bob Campbell

FROM: RTA

RE: Choices for '76 Review - October 6, 1972

After a brief review by Pearl Hack of preparations for the Annual Conference, the discussion turned to the major issue of the meeting: preparation of the Choices brochure. Mike McManus stated that the brochure is being designed to explain the project, motivate people to participate, and outline the steps necessary to participate. It is aimed at potential discussion "hosts," it will have a brief "flyer" as a companion piece and also a "flip chart" presentation.

Several staff pointed out that the current draft did not reach the objectives spelled out by McManus. The draft was discussed and the following outline was agreed upon:

- I. What Choices is.
- II. Why Choices is important.
- III. Why you should participate.
- IV. How to participate.
- V. History and background of the project.

In order to have finished copy by Wednesday, October 11, the following steps were established:

1. McManus would redraft with advice of Bill Shore and Pearl Hack.
2. Staff will review on Tuesday, October 11.
3. Finished copy will be approved for type setting on October 11.
4. McManus will determine whether Ruder & Finn are prepared to do the layout.*
5. Pearl Hack, in consultation with Ginny Arancio, will establish a production schedule to insure delivery of the brochure by November 1.

*It was subsequently determined that Ruder & Finn wished to disengage from the project completely, so RPA will prepare the entire brochure.

Ruder & Finn Agreement

McManus reported that the Ruder & Finn agreement had been modified substantially. In essence, the total cost will approximate \$5,000 rather than \$11,000 originally anticipated. Final details will be negotiated between Ruder & Finn and Regional Plan in the near future.

Fund Raising

McManus reported encouraging progress in the foundation and corporate funds. Specifically, he looked to the Rockefeller Foundation, Seagram Corporation, St. Regis Paper, and several others.

In a related matter, Bill Goldbeck agreed to forward a letter outlining HUD requirements for completion of Phase II.

Feedback Process

In the absence of Bob Campbell, Bill Shore reported that he will meet with Gallup on October 12 to discuss and review the Choices. The need for RPA staff to finally decide on the wording of individual Choices was emphasized and it was reported that Campbell was moving rapidly ahead on ballot design, data processing requirements and other feedback matters.

Film Production

In summary, Al Waller's report indicated that overall production was on schedule, although editing of the Housing film had run into snags and Poverty was slightly behind schedule.

It was decided that the status of the fifth program must be clarified promptly. RPA staff will meet on this issue.

Regarding the promotional film, Al Waller presented a schedule and McManus reported that he will circulate an outline of the film during the week of October 9.

RTA

RTA/rst