

**Planetary Trust's – Empowerment Center
RESOURCES (Division)**

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1. PRODUCT IDENTIFICATION AND ACQUISITION FOR DISTRIBUTION

Locating and making available the Best Visionary, Transformational and Empowering Products, including -

- How to's Books and Tapes
- Training Manuals and Tapes
- Inspirational and Educative Tape Series
- Self Paced Learning Programs
- Home or Organizational Group Study Course Guides and Companion Tapes
- Descriptive Documents and Tapes on Model Projects, Programs

Sample Printed Resources:

- Books, Manuals, Notebooks, Newsletters, Magazines, Guides, Papers, Directories, Catalogs

Sample Multi-Media Resources:

- Audio and Video Tapes, CDs and DVDs, Documentary and Training Films, Educational Cable Series, Power Point - Slide and other Multi-Media Presentations, CD-ROMs and other computer programs...

2. PRODUCT COMPILATION

- Assembling a Notebook of the 20 top self-descriptions of Alternative Energy for Factories; Pulling together 20 of the best descriptions of Office Enrichment Programs...

3. PRODUCT CREATION

1) PUBLISHING PRINTED RESOURCES

- Publishing key materials that support vision, mission, goals, i.e. A Prototype Projects Staff Training Manual (ARunning a Factory Related Day Care Center@)
- Reprinting out of print materials, i.e. A Guide to Starting A Neighborhood Day care

2) PRODUCTION OF AUDIO-VISUAL RESOURCES

- Producing a Cassette Series How to Start a Model Project, i.e. a Community Program
- Producing a Video Documentary on How To Start a Prototype Program ...

4. PRODUCT DISTRIBUTION

CATALOG PUBLICATION

CATALOG SUPPLEMENTS AND SPECIAL ISSUES

CATALOG MAIL ORDER SERVICES

WHOLE SALE SUPPLY (assisting mainstream stores carry our 'line') (end caps, displays)

RESOURCE CENTERS

STORES

DISTRIBUTOR

(Similar to Organizer's Book Center, a distribution outlet for related books, books 'lost' at mainstream publishers and small presses, or self-published by small groups. It would also be the vehicle for publicizing and distributing the catalog itself.)

CATALOG DEPARTMENT OF RESOURCE DIVISION

SAMPLE CATALOGS

Best of Business Catalog
Children= Creativity and Self-Expression Catalog
Ecological Models and Energy Innovations Catalog
Education In Human Values Catalog
Inspiration and Encouragement Catalog
Living Your Full Potential Catalog AWe Sift Through It For You.®
Model Communities Catalog
Model Human Services & Community Programs Catalog
Personal Health and Community Well Being Catalog
Planetary Innovations and Global Vision Catalog
Sacred Art Catalog
Transformational Travel Catalog (Educational & Experiential Tourism)
Vision for a New America Catalog

CATALOG DEVELOPMENT PLANNING

Possibly all the catalogs will have two sections or additions:

First the personal level, the micro - living, working - experiencing it as an individual. The second serving neighbors next door, in the next community, around the city, in the state, nation and across the sea. The first catalog has more emphasis initially on the vision and resources. (saleable products) The second catalog has more emphasis of problem, platform, & program from alternative view point. For example: Alternative Health Care - Health care system; Spirituality - Religion; Making a Life, Making a Living - Alternative Community Economic Development/Reconversion

The order in which catalogs are produced among the divisions and between may be based on sale ability (mail order) of products as well as national/personal interest in the subject, Lastly, factoring in ease of production. Quick and clean first with high impact. Establish a style and demand then increase capital to take on other areas.

APPROACH TO 'MACRO/VISION' CONTENT (With Examples in Environmental Catalog)

1. Overview of model programs at the neighborhood, community, county/metro level. Focus would be on the broad vision, the prototype policies and programs to implement the vision, presented with a sense of what it would be like to live, work, and play in this model, (make it real). Followed by general environmental resource annotations to take people a little deeper.
2. Special emphasis on economic benefits of programs: source point reduction, waste conversion, separated trash-weight, industries that make money by cleaning up, city programs to employ (FDR alphabet soup) people to clean up past mistakes (dumps). The objective here is to make the dream viable in reader/participants eyes.

3. Pie Chart of all programs followed by descriptions of each section including: PROBLEM, PLATFORM, PROGRAM. ...Listing sample groups agencies, businesses doing this already.... Annotating sample resources to assist.

4. Then summarize a methodology of how to get there from here. Starting with neighborhood groups to international agencies. Each tier should have its own insights and proposals for helping coordinate efforts and promote strategical cooperation.

POTENTIAL STRATEGY FOR QUICKENING THE TURN AROUND TIME ON THE FIRST CATALOG (It would be preferable to do a complete catalog initially.)

In order to expedite the economic return on the stores/catalog development we might simply put out a Environmental Resources Catalog that covers all the environmental subject areas but leaves out the in depth Problem, Platform, Program; the vision, model policies, prototype experiments. It generally takes about nine months to a year to publish a fully annotated catalog. Until one base store, catalog, mail order and distribution is established the effort would only be prefatory for the major Environmental catalog. So initially concentrate on the following resources: ecological promotion products, books, periodical, audio & video tapes.

**Audio-Visual Media Production Department
of the Resources Division in Empowerment Inc.**

TYPES OF PRODUCTIONS

1. Audio Tapes, Audio Tape Series and Sets
CDS
2. Video Tapes, Video Tape Series and Sets
DVD=s
3. CDs: Music to Educational
4. CD-ROMS
Computer Programs: New Vision Screen Savers to Learning Programs
5. Interactive Internet Activities
Web Site Design, Development, and Maintenance
6. Multi-Media Presentations: Power Point, Slide Films, Multi-Media
7. Broadcasting: Radio Program, Cable Programs, Broadcast Events and Topical Programs

CATEGORIES OF PRODUCTION

1. AUDIO VISUAL RESOURCES COMPILATION

Examples:

- Assembling a Topical Series of the 10 top videos in a field
- Pulling together the best inspirational audio tapes on similar theme, i.e. relationships

2. PRODUCING REQUESTED AUDIO-VISUAL RESOURCES

- A. Producing AHow to...@ Video Tapes ARunning a Factory Related Day Care Center@
- B. Reprinting authors out of print videos, i.e. A Guide to Starting A Neighborhood Day care

3. INSPIRATIONAL AND ENCOURAGING PROMOTIONAL AUDIO-VISUAL DEVELOPMENT

Video/Audio taping services to assemble tapes by inspirational speakers

4. PRODUCING AUDIO-VIDEO RESOURCES SPONSORED BY THE CONSORTIUM OR SUBMITTED BY PRODUCERS

Conference Audio Sets, Video Reports, Group Study Courses Introductory Video...

5. PRODUCTION OF KEY AUDIO-VISUAL RESOURCES

Production tapes identified as 'missing' and needed among the available resources for distribution at stores and for campaigns, and public interest organizing efforts, as well as for training.

Producing a Cassette Series How to Start a Model Project, i.e. a Community Program

Producing a Video Documentary on How To Start a Prototype Program ...

6. A-V MEDIA COMPILATION AND DISTRIBUTION

Cataloging related media (for catalog and more detailed annotated listing services)

Distributing through catalog and stores these films, videos, audio tapes

**Planetary Development Trust's Empowerment Center
Publishing Department**

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1. PRINTED RESOURCES COMPILATION

Examples:

Assembling a Notebook of the 20 top self-descriptions of Alternative Energy for Factories; Pulling together 20 of the best descriptions of Office Enrichment Programs...

2. REPRINTING KEY RESOURCES

A. Publishing authors key materials that support vision, mission, goals, i.e. A Prototype Projects Staff Training Manual (ARunning a Factory Related Day Care Center@)

B. Reprinting authors out of print materials, i.e. A Guide to Starting A Neighborhood Day care

3. INSPIRATIONAL AND ENCOURAGING PROMOTIONAL PRODUCT DEVELOPMENT

Begin developing 'lines' of products to merchandise in stores.

4. PUBLISHING RESOURCES SPONSORED BY THE CONSORTIUM OR SUBMITTED BY AUTHORS

Reports, Manuals, Pamphlets, Course Guides, Notebooks

5. CREATING RESOURCES

A. The catalogs

B. Books, i.e. Transformational Living, Service in the New Age, The Sacred Journey, Vision for New America (By Douglas Moreton)

C. How To Manuals, Project Development Notebooks

D. Home Study Notebooks, Curriculum Guides

E.

6. AIN HOUSE@ PRINTING

Reports, Proposals, Conference Programs, University Curriculum Catalog,...

Organizational Newsletters

Transformation and Manifestation Journal

Co-creation Magazine

This needs to be updated and tailored to the Planetary Trust, SAHS Vision. It is currently in the Empowerment Inc=s Resource Divisions, Publishing Department. It should also be in the CFM=s Communications Department. Finally it should be listed in the Resources Section.

Organizational Newsletter.

This is the heart beat of these organizations and the unfolding vision. This is the team building and networking with the field. The letters representing categories of content compiled for writing assignments. The actual order of presentation in the newsletter may be more mixed in order to enhance the readers excitement.

The first organizational newsletter section would be time dated and disposable (with the exception of some articles like testimonies which would be compiled).

Transformation and Manifestation Journal:

There are four initial sections representing the primary focus of this next year, inaugurating the 90s. They are the educational concepts at the hub of the Center's mission. It is likely that each 'journal' will add a section (article) as that area is featured in the 'magazine' component of the newsletter. Eventually these will likely be submissions from the Center's teams working in this area.

1. Health, transformation, spirituality
2. Relationship, family, kids
3. Leadership and personal/professional skills
4. Manifestation and co-creation

Co-creation Magazine

This magazine focuses successively on the major development areas of our vision. This section is for manifesting the vision, one component at a time. As this is done then this would be incorporated into the regular features section.

The focus of this section, on the inaugural issue is a presentation of the overall vision and development phases, in order to build team spirit, ground the vision, encourage participation.

The features and magazine style section could be appended as three whole punch packets. These could then be added to the Transformation/Manifestation and training notebooks of staff...

IN SUMMARY

The newsletter is to create communication, coordination and dream sharing. The Journal and Magazine components are to serve as theory and practice for transforming our selves and our

world. This material is not to be coffee table adornment but rather the pages of a manual (notebook) we are cooperatively assembling on: transformation, manifestation, co-creation. We are compiling this for full potential participants and leaders of a Global Community Indivisible, Trusting In God.