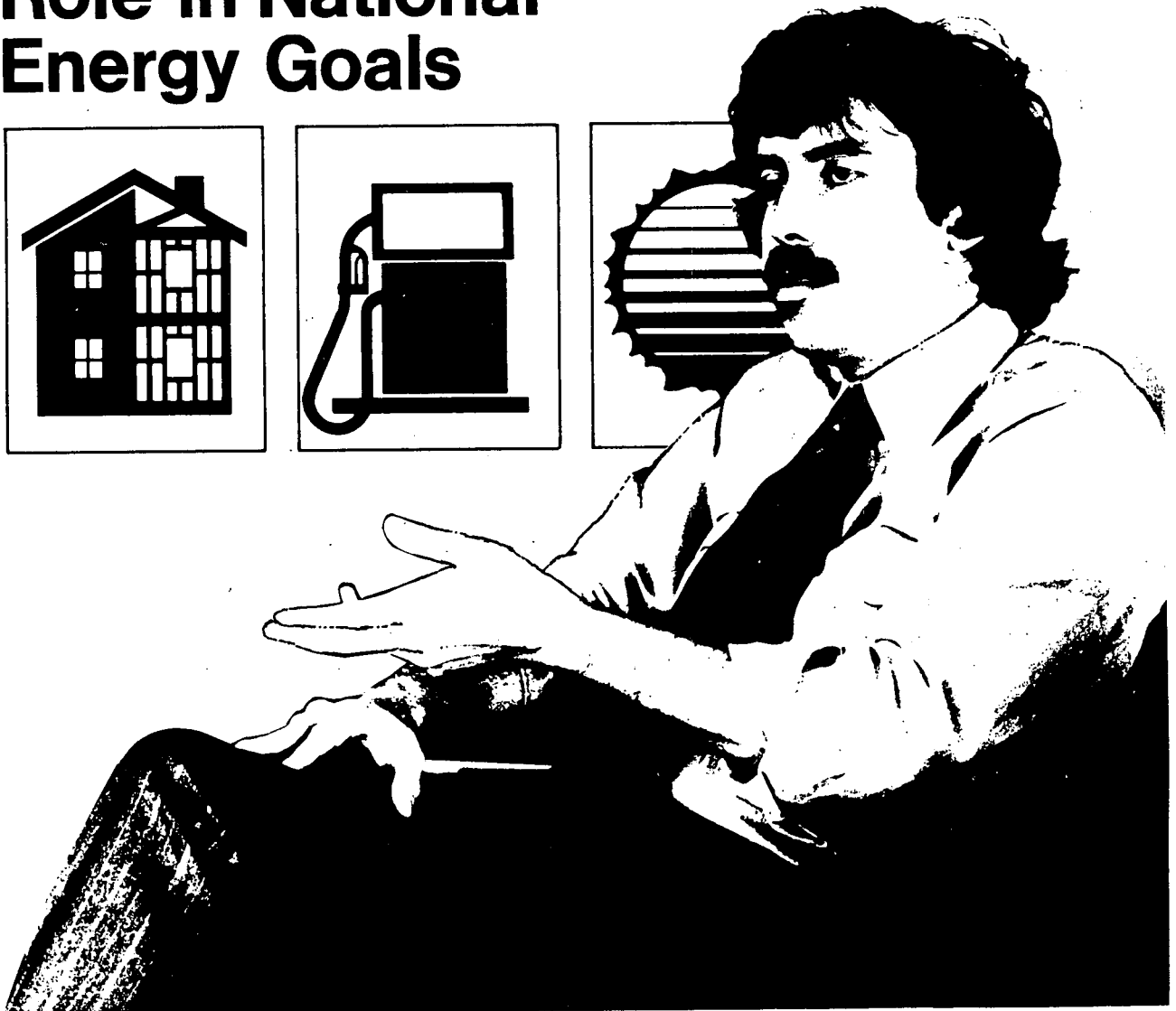
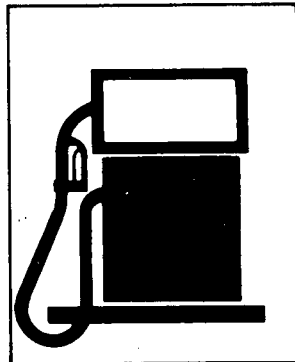
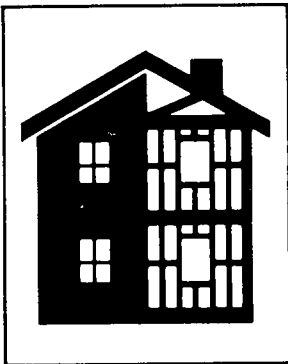


September 30, 1979

ACTION update...

ACTION Takes Active Role in National Energy Goals



ENERGY:

A Major Priority at ACTION

ACTION and its voluntary service programs will make energy a major priority.

In establishing this emphasis, Director Sam Brown pledged the agency's support of citizen volunteers and community organizations in four ways:

1. Assuring equitable access to energy for low-income and elderly persons;
2. Promoting effective energy utilization and conservation;
3. Developing innovative forms of energy production and distribution utilizing appropriate technology;
4. Promoting energy independence for individuals and communities.

ACTION volunteers represent the "people option" in achieving national energy goals, including conserving energy, identifying new appropriate technology and ensuring that the needs of the poor and elderly are met.

Energy that is both available and affordable to all Americans and energy conservation are issues which will require the informed decisions of literally millions of people.

They are also, in large measure, issues which VISTA, RSVP and other ACTION volunteers are already addressing. The volunteers and their sponsoring organizations represent networks that can reach out in a variety of ways in dealing with energy concerns.

They are already doing so. RSVP volunteers contributed almost one million hours of service in energy activities last year. In Riley County, Kansas, RSVPs are involved in the design, planning and construction of solar greenhouses, as well as conducting energy audits. In Detroit the senior volunteers have received para-professional training and do community energy education, provide energy audits and limited home maintenance and weatherizations.

Brown Stresses the Human Dimension

Director Sam Brown is calling upon citizen volunteers and community organizations to support energy programs that give all Americans the chance to do something good for themselves, their neighbors and the nation.

In two key addresses and in an interview with ACTION Update, Brown pointed to ACTION's voluntary service program which contribute the "human dimension" in efforts to achieve national energy goals.

In talking about solar energy, Brown said the time has come to look for utilizing an energy source that is not only limitless in resources but can create jobs for the unemployed.

Brown touched on these issues in addresses at the Second Annual National Citizen's Solar Energy Conference in Boulder, Colo., in August, and later at the Small Is Beautiful Conference in Milwaukee.

"We must have uppermost in our minds the issue of equity for the poor. We must carry the message to the rest of the world that there are people in America who recognize that our excessive use of non-renewable energy resources is denying them the opportunity to live even modestly," Brown said.

It is estimated that by emphasizing conservation, the nation can reduce its energy consumption by 30 to 40 percent and at the same time create jobs for the poor.

Legislation is currently pending that will earmark \$1.6 billion in federal aid to help the poor pay their heating bills this winter.

But Brown said that supporting the legislation is only a stop-gap measure. "In the long run it isn't going to make people more self-reliant. But our commitment to energy programs that foster self-reliance should not be at the expense of poor people.

"Alternative energy sources—such as solar—

(Major Priority cont.)

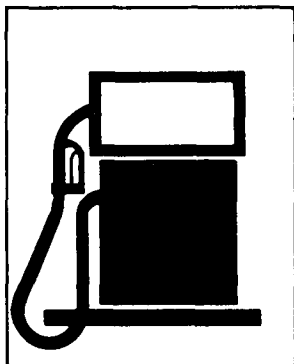
VISTAs are also organizing community resources and volunteers around energy issues. They serve with the New Mexico Solar Energy Association and the Kansas Organic Producers. They are involved in woodlot management and promoting the use of firewood with the Starks, Maine Human Development Council. VISTA and UYA volunteers serve together in the Adopt-a-Building project in New York City, which includes the installation of a windmill and solar collectors on rehabilitated residential buildings.

As these examples suggest, ACTION's current and increased energy activities will be carried out through existing programs—within established program criteria. RSVP, VISTA, UYA and OVCP all have an important role to play, as do the demonstration projects managed by the Office of Policy and Planning (OPP).

ACTION plans to work closely with other federal agencies. Discussions have already been held with the Department of Energy and the Community Services Administration. Additionally, Sam Brown has called together a group representing community organizations with an interest in energy, and people from federal agencies and the Congress to discuss how those who share a concern about the impact of increased energy costs and reduced availability on the poor and elderly, can work together.

Brown has also designated Dana Rodgers, Director of the planning division of OPP, as the ACTION energy coordinator. Rodgers will be working with the individual programs and the Domestic Operations headquarters and field offices to design an agency energy plan and to identify how best to support and facilitate community-based energy projects.

(Cont. on page 10)



(Brown cont.)

have the commitment of those of us at ACTION to use our resources and the human energy of our 4,000 VISTA and 250,000 older American volunteers to enhance the work that others do at the community level," Brown said.

During an ACTION Update interview, Brown was asked of the criticism sometimes leveled at ACTION volunteers that they often do not have the expertise to be giving advice on fuel conversions weatherization and other alternatives.

"Sure there are some things volunteers can't do. They can't help rewire houses so that the wiring is more efficient. They can't change heating systems because they might not have the expertise.

"But they can do the simpler kinds of weatherizations, like caulking windows and installing plastic over them. They can do energy audits and surveys," Brown said.

"I know, people patronize volunteers and say, 'Well, they have good intentions but they don't know what they are doing.' Really, all volunteers have to know is what they are not capable of doing so that when they run up against a problem, they can say, 'Here's who we call.'"

***"Our task is to . . .
energize people . . ."***

Sam Brown

Policies will soon be drafted by Congress that will define the nation's energy policies for the rest of the century. "At issue will be whether that legislation will foster dependency or self-reliance, self-interest or sharing, privilege or equity," he said.

In human terms, however, the problem has less to do with passing legislation and more with creating a society in which caring, sharing, neighborliness, equity and self-reliance are the core values.

"Our task," Brown concluded, "is not just to find new sources of energy. Our task is to tap the human spirit—to energize people—and in doing so break down the barriers of fear, suspicion, and cynicism that prevent America from being the great country that it is. And ACTION is committed to this."

Kansas RSVPs Lend a Hand in Solar Energy Research

Volunteers from the Riley County RSVP in Manhattan, Kan. are helping to plan, design and construct a solar facility at the University for Man, (UFM), a non-profit, community education, free university in that city.

The Department of Energy's Appropriate Technology Office has provided a \$47,000 grant to UFM for the construction of a university solar addition which will provide facilities and staff support space for UFM's College of Architecture and Design.

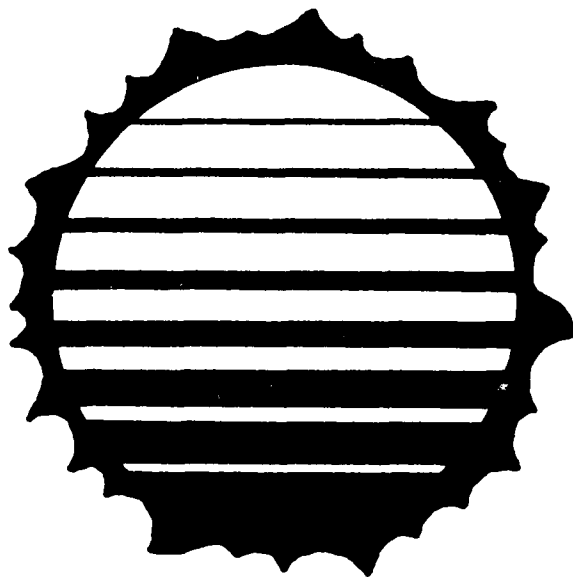
"The project represents a united local effort with participation by a wide range of professional and business groups, service organizations and volunteers," says Gary Coates, Assistant Professor of Architecture at Kansas State University (KSU) and UFM project coordinator. KSU and UFM faculty and students, area residents with construction experience, and local youth service groups are also helping design and construct the facility.

"The addition will not only provide a working demonstration of the application of solar technologies, but also will serve as a regional center for research, education and outreach service related to appropriate technology," Coates says.

"As a demonstration of the use of appropriate technologies in building design, the project will show people how they can conserve energy through a wide range of techniques, use passive solar energy for space heating, conserve water and recycle human and other organic wastes, and grow their own food in solar greenhouses," Coates says.

"The projects will demonstrate that the combination of energy conservation through heavy insulation and the proper use of passive solar energy systems and movable insulation could provide nearly 80 percent of the seasonal space heat needs of most buildings in Kansas. The state has a high percentage of clear, sunny days and a large winter heat demand, which makes it ideally suited, both economically and technically to the use of solar energy for space heating and domestic hot water," he continues.

Coates says that solar energy will be used directly for space heating, hot water and food production, thereby saving scarce fossil fuels, such as



natural gas. An active flat plate solar collector will supply energy for hot water needs. Backup heat during cold weather will be provided by an airtight radiant heat stove.

Construction should begin early in 1980 and be completed in late 1980 or early 1981.

The addition consists of three major areas including the following:

—A community (solar) greenhouse which faculty and community residents, including 10 RSVPs, will help manage and which will provide space for research and education in passive solar energy, organic horticulture and aquaculture. It will also provide facilities for the RSVPs and other low income elderly to grow their own fresh fruits and vegetables.

—A kitchenette, living room, bathroom and staff office, all using solar energy, which will be accessible to the elderly handicapped. Along with an adjunct appropriate technology library, these rooms will provide space for RSVPs and UFM volunteer teachers to conduct classes on a number of subjects including arts and crafts, nutrition and low-cost energy food preparation. The classes will be open to all community residents.

—A workshop and tool lending library which will provide necessary space and tools for those who wish to become more self-reliant in constructing energy-saving retrofit devices or who want to construct or refinish their own furniture.

“Many of the RSVPs and older persons in our community have considerable skill in wood working and could not only benefit from the access to this workshop, but could also share their knowledge and skill with others,” Coates says.

An outgrowth of the program is assistance to older persons in construction of low-cost insulating window treatments and solar devices for their homes to decrease heating costs. Three RSVPs will sew special insulating thermal curtains for four Manhattan homes for winter weatherization

and also curtains made from faylon, an aluminized fabric which reflects heat for summer weatherization.

“At first the volunteers were reluctant to get involved because they didn’t understand what the project entailed,” says Joe de la Torre, director of the Riley County RSVP. “But the more clear the project became, the more enthusiastic we became. The project has our complete support.”

Adds Coates, “When constructed, this facility will provide valuable opportunities for our older population to share their skills and knowledge with others and to make an important contribution to the community. We see it as a way to integrate all factions—including the elderly—into the community.”

OPP Grant Helps VISTA, Community Run Solar Greenhouses

VISTA volunteers, with the help of a grant from the Office of Policy and Planning (OPP), have been helping lower income older citizens in Chicago to build, manage and operate solar greenhouses to produce their own food.

OPP provided an 18 month grant of \$15,000 in June 1978 to the Center for Neighborhood Technology in that city. The grant pays for the salary of the director of the Neighborhood Technology Extension Service who has been supervising the construction of three solar greenhouses. Skill-trained VISTA volunteers participated in construction and organized groups of low income

persons to own and operate the greenhouses.

“The VISTAs serve as the linkage between the community groups and the various public and private funding sources which provide construction materials, soil and seed,” explains OPP’s David Gurr.

The volunteers are skilled in engineering, horticulture, economics, and business. They also receive additional skill training.

One greenhouse is located on the roof of the headquarters for Operation Brotherhood, a congregate feeding program for 300 lower income older people. The center’s resources originally fed only 100 people, but the greenhouse has helped make it possible for many more eligible citizens to receive food.

A second greenhouse is located next to a community park in the Hispanic section of Chicago, and a third greenhouse is located at a settlement house.

The center is also producing a bi-weekly newsletter, *The Neighborhood Works*, which has been described as one of the best sources of information on self-help economic development ideas available to low income residents.

Volunteers are currently conducting workshops in weatherization for neighborhood groups as well. They also plan to build a food marketing and distribution center and two solar water heating systems and are generating how-to manuals based on their experiences.

Carter Names Sykes Peace Corps Deputy Director



WASHINGTON, D.C.—William G. Sykes, 42, president of the Maryland State Board of Education and former deputy secretary of the Maryland Department of Human Resources in Baltimore, was nominated on September 18 by President Carter to serve as deputy director of the Peace Corps. His appointment is subject to confirmation by the U.S. Senate.

“To me,” said Sykes, “the Peace Corps’ people-to-people approach represents the best of what America has to offer the people of the developing world. In turn,” continued Sykes, “the Peace Corps is America’s best link to learning about the realities of life and the aspirations of the people of developing countries.”

“I am proud that Bill Sykes has decided to put his experience and talent to work as part of the leadership team of the Peace Corps and am certain that he will make a valuable contribution to our

efforts,” said Peace Corps Director Richard F. Celeste. “As deputy director, Bill will be my right hand with responsibility for coordinating and supervising the management of the day-to-day operations of the Peace Corps.

“I see myself as primarily the in-house guy,” said Sykes, describing his new role. “As a black American I am also very concerned about getting more black and Hispanic men and women into the Peace Corps. They can play a unique role in providing underdeveloped countries with skilled American manpower. They can also help the people of Third World countries to have a better understanding of American society.”

*“The Peace Corps . . .
represents the best of what
America has to offer . . .”*

William Sykes

Sykes brings a substantial amount of experience in management and administration to his new position. He was deputy secretary for 4½ years of the Maryland Department of Human Resources with an annual budget of more than \$400 million. The Department of Human Resources is responsible for Maryland’s public assistance, food stamp, medical assistance, social service, unemployment insurance, employment service, community action, work incentive and CETA programs. As deputy director, Sykes had day-to-day responsibility for the operations and budget of the Department.

Appointed a member of the Maryland State Board of Education in 1971, Sykes was elected vice president in 1975 and president last July. He plans to continue in this non-paid position.

“Bill has a strong professional background in
(Cont. on page 8)

Staff Spotlight: David Gurr



“When I arrived at ACTION, I was unfamiliar with the term “appropriate technology,” says David Gurr of the policy development branch of the Office of Policy and Planning (OPP). “I soon realized that, as a boy living on the farm, I had been using appropriate technology. At that time it was called ‘being independent.’ During the sixties, it was called ‘self-reliance.’ I continued practicing appropriate technology as a Peace Corps volunteer.”

Appropriate technology, Gurr explains, is a term for self-sufficiency, for adapting to survive, for solving problems on a small, local basis instead of relying on large projects and huge grants. “With appropriate technology, we’re essentially using the same methods the pioneers used when they had to survive,” Gurr says.

In OPP, Gurr deals with local-initiative, self-help projects, developing agency policy for and recommending agency funding to promising ones. One project funded by OPP is the Center for Neighborhood Technology in Chicago where citizens groups have been constructing solar greenhouses and water systems.

“In order for us to consider funding a project, it must be practical, replicable, make use of volunteers and fit the needs of the community,” Gurr

says. “My most valuable experiences as a Peace Corps volunteer, teaching auto mechanics, were trying different ways of doing things, and when they failed, figuring out a way to develop more responsive ways. I learned through experience that techniques must be fitted to the needs of the community.”

“The volunteer is essential to our projects because it is he or she who helps the community find an appropriate solution for a particular need,” Gurr says. “It is the volunteer who explains and applies the written word, which by itself means little to the community.”

“With energy projects, we need two types of volunteers,” Gurr says, “the traditional volunteer to help organize the community around a project and the more technically oriented volunteer to show how to build a project. The project becomes a goal, and later a symbol of accomplishment to the community.”

Gurr’s position at OPP reflects a lifelong vocation of community and poverty-related work. After serving as a Peace Corps volunteer in Ethiopia from 1962 to 1964, he became assistant director for two Peace Corps training projects. Then he worked with the first full Head Start program in New York City. Later he worked for a

"The prevailing philosophy of Action is self-reliance."

David Gurr

social research firm in Vietnam.

That work was followed by five years with the Office of Economic Opportunity, three years of which were spent evaluating community action agencies around the country. Gurr also was a program director for the New York City Agency for Child Development and later was executive director of the Day Care Planning Council in Nassau County, N.Y.

"I see more flexibility in ACTION than in any other public agency where I've worked," Gurr says. Our high sponsor turnover gives us the opportunity to deal with a lot of projects and to rapidly become involved in new ones. It keeps us from getting bogged down in projects that aren't working.

"It's satisfying to be in a position to influence

public policy and to be able to observe the work of the groups whose projects we fund," he adds. "In OPP we don't spend lots of money to develop an idea which may or may not work. We approach an existing idea or project and decide on the basis of its merits whether or not we want to work with it."

"It is particularly satisfying to be working in ACTION's energy programs," he adds. "Unlike other federal energy programs, our programs don't operate on a crisis intervention basis which only serve to accelerate the cycle of poverty. The prevailing philosophy of ACTION is self-reliance. In my opinion, ACTION's energy programs offer more in the way of self-reliance than anything the agency deals with."

(Cont. from page 6)

the management of people-oriented service programs," said Celeste. "He has also demonstrated a deep personal commitment to voluntary action and community service. That is an unbeatable combination which promises great things for the Peace Corps."

From 1973 until 1975, Sykes was an assistant to the mayor of Baltimore and director of the Mayor's Office of Human Resources. Previously, he was the director of Baltimore's Model Cities Agency. He came to Model Cities as a health coordinator in 1968.

A resident of Baltimore for 22 years, Sykes started a career in social work in 1957 as a case-worker for the city's Department of Public Welfare, and in three years became a probation officer for the Criminal Division of the Supreme Bench of Baltimore. He was a social worker for the Baltimore City Department of Education from 1961 to 1964.

In 1964, Sykes became a project supervisor for the Baltimore Youth Services Project of the Na-

tional Committee for Children and Youth, and two years later, a training director for the National Committee. He was the chief of Social Services for the Baltimore City Health Department in 1967 and 1968.

A 1956 sociology graduate of Hampton Institute, Hampton, Va., Sykes received a master's degree in social work from Howard University in Washington, D.C. in 1962. Born and raised in Halifax, Va., he graduated from Bethune High School, Halifax, in 1952.

Sykes served as chairman of the Maryland State Manpower Planning Council and was a member of the Area Housing Council, Baltimore Metropolitan Region.

Sykes is married to the former Delores Butler, from Newburg, Md. She is an assistant professor of social work at the School of Social Work and Community Planning of the University of Maryland in Baltimore. They have two children, Angela, 19, and Jacquelyn, 11.



Brown, Lewis Voice Support for Southern Co-op Projects

"The affluence of America has not yet reached the grass roots level," said ACTION Director Sam Brown after visiting grass roots cooperatives in the rural South, "but there is a sense of hope and optimism on the part of poor people which must be carefully nurtured. VISTA volunteers are a part of that nurturing process."

Brown and DO Director John Lewis had recently completed a three day visit in Arkansas, Mississippi, Alabama and Louisiana where VISTA volunteers are working with local people on a number of self-help projects, through the Federation of Southern Cooperatives, a private non-profit group covering a 14-state area in the South and Southwest. They were accompanied by FSC Director Charles O. Prejean.

Brown had said that the trip would underscore the seriousness with which ACTION has always taken President Carter's mandate that "this administration should be both responsive and responsible to the problems of people in the communities where they live and work. It will provide a positive example of how a government agency can and should work effectively at the grass roots level with local initiative to benefit low-income communities."

The group first visited the Lee County Cooperative Health Clinic which local residents, with the aid of VISTA volunteers, established. Next, they visited the Beat Four Cooperative in Mishulaville, Miss., where various families are participating in a feeder pig program, constructing solar

greenhouses and operating a day care center.

While in the rural Black Belt areas of Mississippi and Alabama the group met with local black elected officials who have been in the forefront of the civil rights movement; toured the Green-Hale Garment Cooperative in Greensboro, Ala.; observed gasohol production at the Southwest Alabama Farmers Cooperative Association Facility in Selma, Alabama; and visited the Freedom Quilting Bee of Gees Bend, Ala., a women's cooperative which produces quilts and other handicrafts.

The group also viewed the grounds of a sugarcane plantation in southern Louisiana. They had planned to visit and talk with tenant-workers there; however, that visit was blocked by the manager of the M. A. Patout Sugar Mill who declared that they were on private property without permission and had to leave. The group did so.

Brown said that the housing and living conditions on the plantation were not the worst on the tour but that the Patoutville incident "certainly dramatized some of the worst human conditions. The overseers on the plantations completely control the lives of the workers—what they do, where they live, what they eat, and who they talk to."

"The condition of plantation workers is a shame and a disgrace," Lewis said. "It's a blight on our society when people are not allowed to communicate with other human beings. But, in the final analysis, we did not come down from Washington as liberators," he continued. "These workers have endured harsh conditions and they will ultimately be the architects of their own liberation. We will do everything in our power to assist in that effort to help them make a difference in their own lives."



"The condition of plantation workers is a shame and disgrace."

John Lewis

Prejean stated that "It was depressing . . . to be confronted by impoverished conditions in a society where it really doesn't have to exist. But, it was gratifying to see people coming together in community development activities to bring about changes. This grass roots movement has gained momentum and has tremendous potential."

"The most common comment we heard from the proud local people who showed us their accomplishments was, "We couldn't have done it without the VISTA volunteers," added Brown. "This is what ACTION, at its best, is all about."

(Cont. from page 3)

At the same time, ACTION staff members are meeting with community people and state and local governments to explore the feasibility of a demonstration effort in which citizen volunteers and public and private community organizations could come together in one "frost-belt" city to carry out an intensive energy campaign.

Elsewhere in this issue of ACTION Update, we take a further look at what ACTION is doing in the field of energy. We report on an interview with Sam Brown and cover his speeches in Boulder, Colorado and Milwaukee, Wisconsin. We meet David Gurr, whose years of efforts to promote volunteer-based appropriate technology are providing ACTION with the knowledge and ex-

perience necessary to achieve energy goals. And we look at some specific projects where ACTION volunteers are working with communities to meet their energy needs.

This is a beginning of a longer story, and in future issues we will report on other examples of "energy in ACTION." Perhaps the best way to close this first chapter is to recall that "every problem is an opportunity" and that the energy crisis can be that opportunity to bring forth the traditional American spirit of neighbors working together to help one another.

For more information call Dana Rodgers on FTS 254-8523.

RSVP and VISTA:

Making Transition Easier for Psychiatric Patients

(Utica, NY)—“... A distant view. . . .” That’s how Webster defines the word “vista.” In Utica, though, the definition has taken on a new meaning.

The “distant view” at Utica and Marcy Psychiatric Centers is that residents of these institutions need not be lost to society as useful members of the community. It’s a far-sighted view, held by the hospital staff in conjunction with the VISTA and RSVP volunteers there.

VISTA and RSVP volunteers working for the New York State Office for the Aging and the Greater Utica United Way, respectively, are involved in a program to integrate back into the community at large residents of the two psychiatric centers who have shown themselves to be capable of assuming the responsibilities of living outside the institution.

VISTA volunteer Michelle Faga is the lynchpin holding the various components of this program together. She serves at the two centers, working closely with staff and residents, acting as an advocate for the patients who are progressing toward release, and identifying those who could make a

Michelle Faga (right) and RSVP volunteers prepare goods for hospital Thrift Store sale.



contribution through the RSVP program. "You have to be creative," says Faga, "finding ways to get to know patients, winning their friendship and trust."

There have been several problems, most of which Faga has been able to overcome through hard work, dedication and the cooperation of the administrations of both hospitals and the programs involved.

"First we had to overcome the residents' fear of going back into the community. Serving as volunteers in the RSVP program would help, by establishing contacts and human relationships outside the institution," says Faga.

Barbara Roberts, RSVP project director in Utica, says "We held a rap session with the RSVP volunteers about serving at the hospitals and having residents serve in our program. There was some reluctance at first, but shortly after they really jumped in and enjoyed the experience."

Having overcome the trepidations of the parties involved, Roberts and Faga then faced the task of quieting the fears of the community regarding the discharged patients. Roberts feels that the RSVP/VISTA program at Utica and Marcy centers has now actually gained support from the community for this effort.

"There are now nine former residents living in the community, actively participating in RSVP.

This has resulted in a somewhat changed outlook by all parties," says Roberts. "The first discharge was more than a year ago, and none have had to return to the institution."

Michelle Faga is now in her second year as a VISTA volunteer, and has, she says, gained considerable experience and insight into the problems of both the institutionalized and the elderly. "Being a VISTA has a lot of its own rewards, like watching the confidence of residents grow, watching them become more outgoing and gain a greater feeling of self-worth.

"But it takes a certain kind of person," continues Faga carefully, "to be a VISTA. A person who can put up with the frustrations, the bureaucratic difficulties and the low pay. Getting all these groups together was tough, but now they're socializing, becoming friends and understanding each other's problems and fears."

Says Roberts, "The RSVP/VISTA program has achieved a lot in addition to Michelle's work at Utica and Marcy Centers. A handicapped advisory council has been formed, which gives advice on focusing efforts to help the physically and mentally handicapped. Easter Seals used RSVP volunteers here to survey architectural and other physical barriers to the handicapped in the Utica area, and the council is now involved in other advocacy-type projects as well."

"You have to be creative, finding ways to get to know patients . . ."

Michelle Faga
VISTA Volunteer

Combined Federal Campaign:

Reaching People Who Need You

ACTION headquarters and field staff will have the opportunity to contribute to the Combined Federal Campaign beginning Oct. 14.

The agency goal for this year's campaign is \$31,400, a 10 per cent increase over last year. CFC campaigners explain that the increase is needed if the programs funded by contributions are expected to function at the same level as last year. The 10 per cent would cover rising costs due to inflation.

Employees may contribute in a lump sum, or they may spread payment over the entire year through bi-weekly payroll deduction.

Each year the CFC asks federal employees to respond to the growing and critical needs of people served by 192 local, national and international health and social service agencies.

The CFC combines all these agencies into one campaign each fall. The funds are distributed to three groups: the local United Way chapters,

which includes the United Black Fund; National Health Agencies; and International Service Agencies.

Under United Way are such agencies as the American Cancer Society, homes for the aged, and psychiatric services. Under United Black Fund are such groups as day care centers, research for sickle cell disease, and learning centers.

National Health Agencies include foundations for arthritis, birth defects, autistic children, diabetes and heart problems.

The International Service agencies give direct service programs of health, welfare and humanitarian assistance to people in poor areas of the world. Included in this group is the International Rescue Committee (IRC). In one Far East country alone, the IRC provided medical care for 60,000 Vietnamese, Cambodian, Laotian refugees in "boat-people" camps..





Atlanta Service Center Has New Communications Director

Ronald Hoskins is the new communications director in the Atlanta Service Center. He came to ACTION with ten years of experience in public affairs, most recently as director of Public Affairs and Congressional Liaison for the Army Corps of Engineers in N.Y., Ohio and Pennsylvania and as a public affairs advisor for the International Joint Commission of the U.S. and Canada.

Hoskins also was an advertising and sales promotion director for the Army Recruiting District in Atlanta and a broadcast/news branch liaison and speechwriter for the Army. He has a master's degree in public administration from Georgia State University in Atlanta.

Friedkin is Acting Director of A & F

Tom Friedkin, new acting director of the Office of Administration and Finance, has been deputy director of that office since joining ACTION in 1977. Before joining ACTION, Friedkin was, for two years, director of the budget for the Environmental Protection Agency. His additional administrative background includes positions as director of the budget for human development under the Department of Health, Education and Welfare and director of the budget for the Office of Economic Opportunity (OEO). Friedkin also served as a field representative for Community Action Programs under OEO.

New General Counsel

Barbara Jean Kelley, former Deputy General Counsel, has been named General Counsel by Director Sam Brown.

Kelley, who joined ACTION as deputy general in March 1978, will replace Director Harry McLean who will be leaving Sept. 30 to return to Colorado to private practice and teaching.

As deputy general counsel, Kelley has been responsible for general advice and assistance to ACTION's international and domestic program operations. She also has shared administrative responsibilities with McLean and has supervised special project activities.

Prior to joining ACTION, Kelley was associate general counsel to Blue Cross and Blue Shield of Colorado in Denver.

A member of the American Bar Association, Kelley has been active in a number of organizations, including the Denver Legal Aid Society, the National Conference of Black Lawyers, and the American Civil Liberties Union of Colorado. She is listed in the 1976 Colorado's Who's Who.

Kelley graduated cum laude from Indiana University Law School in Bloomington with a doctor of jurisprudence in 1973. She received her bachelor's degree in history in 1970, also from Indiana University.

Region III Director Named

Andrea Kydd, recently named Director of ACTION's mid-Atlantic region in Philadelphia, is directing and overseeing all DO activities in that region. Kydd is the former special assistant to the director of VISTA. Before assuming that position in July, 1977, she was a director of food stamp and welfare reform projects for the Children's Foundation in Washington, D.C.

From 1971-75, Kydd directed the Queen's College University Year for ACTION program. Before that, she was a research fellow with the Metropolitan Applied Research Center in New York and a consultant to the National Council of Churches Crusade Against Hunger.

Kydd has also worked for the National Welfare Rights Organization, the New York City Department of Social Services and the Brooklyn Welfare Action Council.

A native of Brooklyn, N.Y., Kydd has a bachelor's degree in sociology from Queen's College in Flushing, N.Y.

Campus Newspapers Feature VISTA and PC Posters

There's going to be something special about those college campus newspapers this fall. The New York Service Center is planning to drop 66,000 Peace Corps/VISTA recruitment inserts in six college newspapers in Regions I and II around the second week in October.

When the inserts are unfolded, they can be used as wall posters. It's a two-sided poster, featuring VISTA on one side and Peace Corps on the other.

"It's an image-building campaign as well as a direct recruitment pitch," says Ruth Waddington, New York Service Center communications director.

The involved campuses are the University of Maine, University of Massachusetts, Brown, Rutgers, University of New York, Buffalo; and the

University of Connecticut.

Waddington said that the poster campaign will be followed by visits from recruiters to each of the campuses to answer questions that students may have about serving in Peace Corps or VISTA. "Then we build on the initial visits by following up with several more visits throughout the year," she said.

The posters depict montages of Peace Corps and VISTA activities, around the theme of growth for the volunteers and for the communities they serve.

At the bottom of each poster side are four columns of copy, explaining the ways that Peace Corps and VISTA volunteers help meet the human needs of the communities they serve.

Recruitment at the Fiesta: Young Hispanics Ask Questions

When the recruitment office in the Dallas Service Center was preparing to set up a booth at the Diez y Seis de Setiembre weekend fiesta its goal was clear.

"We wanted to develop an awareness in the minds of Hispanic youth that there is a Peace Corps and a VISTA that they may someday want to join," said Dan Siqueiros.

Siqueiros is a 24-year-old Hispanic from Tucson who returned to the United States last April after serving two years in Colombia as a Peace Corps volunteer.

"My duty in Colombia was a tremendous experience," said Siqueiros. "Now I'm a recruiter because I want to share my experience in the hope that others may some day become interested in Peace Corps or VISTA.

The weekend fiesta, Sept. 14-16, was in honor of Mexico's 169th anniversary of independence from Spanish rule, a day that the many Americans of Mexican descent celebrate in the Dallas area.

"I was really gratified at the response we got at the ACTION booth during the fiesta weekend. I realize it's hard to grade our degree of success because the results are intangible at this time," Siqueiros said.

"The important thing is that a couple of thousand people stopped or passed by our booth. And at some future date some of those high school kids are going to take a closer look at becoming volunteers because they took a few minutes to stop at our booth."

Siqueiros said he recalled at least four high school teachers who stopped at the booth to ask questions, pick up pamphlets and posters. "Some of them said they were going to pass on the information to their students and maybe have class discussions on voluntarism," he said.

Bob Harrison, Dallas Service Center Area Manager, said that when the service center had a booth at another Mexican American weekend fiesta last May, the recruiters were not sure what results they would get.

"As it turned out, we made several very important contacts in the community," said Harrison. "We opened up a dialogue with a Hispanic job counselor in the Texas Employment Commission.

Harrison explained that the contact with that job counselor led to meeting with 23 other state job counselors. "We set up a three-hour session for them to attend. We trained them on how to make

appropriate referrals to our recruitment office," Harrison said.

Each counselor was given a Peace Corps/VISTA referral manual which the Dallas Service Center put together. The manual describes both programs, their requirements, terms of service and general information on the applications process.

Sequeiros and Harrison said that the success at the May fiesta encouraged the Dallas Service Center to take part in the Sept. 16 celebration.

"We have some pretty good feelings about what we have accomplished at these fiestas," said Siqueiros.

The staff of ACTION Update would like to hear from its readers. If you have any suggestions or comments, please contact writer/editors Patita McEvoy or Judy Kusheloff at Ext. 47595.
