

Community Outreach Analysis
Corporate U
December 22, 2000

OUTREACH ANALYSIS

Overall, I think that the community outreach was very successful; generally we received very positive responses to the project as a whole and to our requests for assistance in networking, outreach and alternative publicity.

Below, you will find a break-down of which groups were generally most appreciative, helpful and will most likely continue to build a mutually supportive, long-term relationship with Headlines. As well, there were organizations that were somewhat disappointing in their level of support, and perhaps promised to help out more than they actually did, in the end. In the new year, I hope to find time to update the Headlines database, as well as my own records created for this project so as to document and make easily accessible which organizations can or will be able to assist Headlines *most* in further projects.

Finally, I will be making suggestions for future community outreach, both within the context of a major Headlines project, and in on-going day-to-day work.

Attached at the end of this report is a list of all organisations which assisted in outreach/networking for Corporate U.

LARGER ORGANIZATIONS

(these are the largest of the organizations contacted, those with full-time staff, more resources, and whose primary focuses are on the issues most relevant to Corporate U)

Most of the larger community organizations were incredibly helpful in disseminating information to its members (and beyond its own membership base, for that matter). Of note, the BC Centre for Policy Alternatives did a fair amount of networking for us, via email lists and within Trading Strategies. The Canadian Federation of Students-BC Component was also very helpful by distributing postcards and posters to all of its member organizations within the province. The Council of Canadians also supported the project, although they went through a major staff change within their office during the middle of production, so it was naturally not high on their list of priorities. They are, however, a perfect future source of information and outreach in the future.

Within the larger trade union community, there was less assistance providing in disseminating information. Certainly, we found support within individual unions and rank-and-file members, however, I expected to find more tangible networking assistance from both the BC Federation of Labour and the Vancouver and District Labour Council than they actually provided

in the end Organizers within both organizations thought that Corporate U was a great idea and supported it. Partially the lack of support given can be attributed to the fact that real information dissemination is difficult to achieve these days without functioning email lists (which both organizations are lacking at this time). Also, I found myself often bounced back and forth between different workers in the organizations, which made good communication and planning difficult.

SMALLER ORGANIZATIONS

(these organizations have more specific mandates, perhaps one that they see as being outside of the specific focus of 'globalization')

I had some very positive results from networking with some of the smaller groups, a few being particularly noteworthy. Generally, most of the calls made to the smaller, grass-roots organizations were 'cold calls', meaning many had never heard of Headlines' work before. Most were very receptive and willing to distribute materials for us, put out emails on lists and put us in newsletters.

Any difficulties experienced when working with these groups rest with the fact that many of the people answering phones are volunteers and are really overworked; many of the workers see their organisation as very acutely focussed on their *specific* interest. Some indeed have to be that focused; they simply do not have the resources to do anything other than what their specific mandate is. It is hard to determine whether posters/postcards were made available to members, once sent to these organizations. However, generally people that I encountered who have been involved in activist groups knew about *Corporate U*.

TICKET GIVEAWAYS:

Early on in the project, it was agreed that some form of discount/ticket freebies needed to be made available in order for Headlines own constituency to be able to come. It was decided that 150 tickets would be given away through the organizations with which we were working. Below is a list of the organizations given tickets:

- Aboriginal Friendship Centre
- Carnegie Community Action Project (CCAP)
- Tenants' Rights Action Coalition (TRAC)
- Vancouver Area Network of Drug Users (VANDU)
- Vancouver Rape Relief and Women's Shelter
- Dusk to Dawn Youth Drop-In Centre
- Urban Youth Alliance//Anti-Racism Writing Project
- YouthCo AIDS Society
- Broadway Youth Resource Centre
- The Gathering Place
- Anti-Poverty Action Committee (APAC)

- Vancouver Status of Women
- Mount Pleasant Neighbourhood House
- Raycam Community Centre
- Eastside Family Place
- Pacific Immigrant Resource Society (PIRS)
- End Legislated Poverty (ELP)
- Kiwassa Family Place

While this system of giveaways was functional, similar difficulties of info dissemination existed here. This limited success results from the indirect line of distribution. My sense is that in terms of future ticket giveaways, we should use a model that the VanEast Cultural Centre uses, whereby we would widely advertise in all of our promo materials that subsidies/freebies are available, and that you need to call the Headlines office in order to access these. This would give a much wider access to the free tickets, plus we would know who is actually using them (and that they'll really be used), they could reserve for specific shows etc. I think that it would work better all around, and would also perhaps allow for more tickets to be given away, as people could 'pay what they could', freeing up more tickets.

STRENGTHENING HEADLINES' COMMUNITY BASE:

In general, the community was very responsive to *Corporate U*, although many were not familiar with Headlines' work. This is partially attributable to the high turn-over in staff and volunteers at many of the smaller organizations - institutional memory suffers as a result of this situation. Also strong ties have been formed with some specific groups in the Vancouver area, but other ties have yet to be built

While most of the organizations were supportive and helpful, real networks (as we know) are built over time. The key for Headlines (as with the larger left community) is in building mutually beneficial relationships with other organizations over 'the long haul.' In the cases where I found most success with promoting Corporate U with organizations (and having them promote it with their networks) was when I was also able to help them out in some way.

Some things that Headlines can do over time to continue to build itself:

- Consistently going to organizations within the community which provide services that Headlines is requiring, rather than using corporate ones. For instance, using the Kalayaan or Food Not Bombs for catering work, or using Tao Communications or the Independent Media Centre for computer/email/web/media stuff. Or if we need to buy resource books, going to Spartacus or People's Co-op. Just whenever Headlines needs to contract for something, ask, "Can this be done by a non-profit, or do we *have* to go to a for-profit?" At times, using community organizations may be frustrating -- as stated, they are almost always under-funded and volunteer-based, so they may not be as efficient as for-profit businesses.

However, this is the way that we build *community*, a community that can exist outside of the mainstream way of being and working.

- Making sure that we use unionized print shops for all of our promo materials.
- Continuing to go to activist events and stating our affiliation as Headlines Theatre, so that (1) people hear our name more often and recognize it as a community organization (and not just a theatre group).
- Holding one of the TFL workshops free of charge (as a one day thing) for members of Vancouver's left community. Maybe Headlines would retain the loss of this, or a portion of this, and some other group -- one of the larger organizations maybe -- takes on a portion or all of the costs.

GROUPS WHO ASSISTED IN NETWORKING:

Aboriginal Friendship Centre • Adbusters Media Foundation • AIDS Vancouver • Amnesty International • Anti-Poverty Action Committee • Apocalypse Designs • BC Committee for Human Rights in the Philippines • BC Federation of Labour • BC Latin American Congress • BC Teachers' Federation • Broadway Youth Resource Centre • Building Bridges Human Rights Project in Chiapas • Campaign to End Sanctions in Iraq • Canadian Centre for Policy Alternatives • Canadian Federation of Students - BC • Canadian Jewish Outlook Society • CanSolidated • Carnegie Community Action Project • CFRO 102.7 Co-op Radio • Citizens' Council on Corporate Issues • CoDevelopment Canada • Colour Connected Against Racism • Consumer's Association of Canada • Council of Canadians • Direct Action Against Refugee Exploitation • Disabled Women's Network • Downtown Eastside Residents Association • Dusk to Dawn • EcoCafe Sustainable Society • End Legislative Poverty • Environmental Youth Alliance • Farmfolk/Cityfolk Society • Greenpeace • Hospital Employees' Union • Institute for Media, Policy and Civil Society • Industrial Workers of the World -- Vancouver • Kalayaan Resource and Training Centre • Kettle Friendship Centre • Latin American Connexions • Left Bank Books • Marginalized Workers Action League • MOSAIC • Native Education Centre • New Society Publishers • Oxfam Canada • Pacific Centre For Alternative Journalists • People's Co-op Bookstore • People's Voice • Pride UBC • Redwire Magazine • Resist Corporate Rule • Seattle Public Theatre • Sierra Club of Vancouver • Simon Fraser Public Interest Research Group • Social Planning and Research Council of BC • Society Promoting Environmental Conservation • Spartacus Books • S.U.C.C.E.S.S. • Tao Communications--Vancouver • Tenant's Rights Action Coalition • The Centre • The Gathering Place • Theatre in the Raw • UBC AMS Women's Centre • UBC of School of Social Work • UBC Social Justice Centre • UBC Teachers Education Program • Urban Youth Alliance • Vancouver & District Labour Council • Vancouver Aboriginal Friendship Centre • Vancouver Association for Survivors of Torture • Vancouver Rape Relief & Women's Shelter • Vancouver Status of Women • Vancouver Youth Theatre Association • Vancouver Youth Voices • Women in Film and Video • YouthCo AIDS Society