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Agency creates jobs for rural poor

By Charles E. Fager

Special to the National Catholic Reporter

ATLANTA — For more than six years a little-known organization called Southern Rural Action, Inc., has been successfully creating permanent jobs for poor people, both black and white, in the rural South.

Led by Dr. Randolph T. Blackwell, who was once Dr. Martin Luther King's program director, the Atlanta-based organization's record of achievement is impressive: It has organized 18 light industries in poverty-stricken rural areas of four southern states, providing over 600 jobs for poor men and women who would otherwise have been forced to move into large cities and probably onto welfare rolls in order to survive.

Moreover, most of the plants are owned and managed by their employees, and they have attracted an estimated \$60 million of new money into their communities.

It is a little paradoxical that with such a long track record Southern Rural Action only four months ago was on the verge of extinction, and Blackwell was forced to call his staff together for a last-ditch meeting.



Blackwell: 18 plants so far.

The organization was then worse than broke, it was \$100,000 in the red; there was no money for the payroll and few real prospects of funding on the horizon. Blackwell told staff members either they determined to stick it out with the organization until it found some money, or they folded their tents and looked for something else to do. The staff decided to stay.

They made a wise choice, because today the organization is practically affluent, having received in late summer almost \$500,000 in federal grants, enough to give it a solid budget base.

Now everyone has been paid, and the scattered factories can be strengthened and expanded. And now Blackwell has funds to hire competent public relations help, so people around the country can begin hearing about his organization.

Its obscurity has been one major cause of Southern Rural Action's chronic financial woes; almost nobody had heard of it outside its target areas. Moreover, its developmental philosophy was almost too simple to be

(Continued on page 13)



ACTION AUDIT



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COMMUNITY DAY IN PLAINS

PLAINS, GA. Usually, Community Day is a date set aside in each of SRA's projects to "turn a community out" in support of local projects. All of SRA's projects eventually include a Community Day, because underlining the agency's philosophy is the idea that each person must begin to take responsibility for the future of his own community.

In Plains, a rural south-west Georgia town of about 700 people, the citizens turned SRA's idea of Community Day into a week-long celebration in which they named **The Emancipation Extravaganza**. The celebration, which took place January 7th - 13th, was named in honor of the effective date of the Emancipation Proclamation which set Black Americans free in the South in 1863. "It's been over a hundred years since we have been free and we are still trying to make it," said one older man as he was looking over the situation, "I guess we still can make it yet if we work together."

The Extravaganza was a real emancipation celebration for the town and SRA. It was an extra special occasion in that it was sort of an economic emancipation. This occasion represented more than three years of hard work, cooperation, prayer and sweat-equity that was beginning to pay off for a community that only a few years before had little hope and little or no means to cope.

The Extravaganza opened with a Fashion and Talent Expo on Monday evening that was sponsored by the Day Care Parents of the Plains Community Center. The **Expo** featured models from the local community with special guest models from Albany State College under the direction of Lillian Russell. On Tuesday, "My Sweet Charlie"; a very popular and important play for Black Americans. The play was sponsored by the Plains Youth



DR. BLACKWELL SPEAKS AT COMMUNITY BANQUET.

Committee. Wednesday evening was a real treat . . . the Concerned Citizens of Plains sponsored a carnival at the Community Center. The Emancipation Banquet, sponsored by the Plains Community Club, was held on Thursday evening. Friday night Cosmos sponsored a Rock Festival in Americus featuring Dave Whitfield with music by SWAP & THE FUNK BUNCH. The Dave Whitfield Revue played for the Dance on Saturday night sponsored by the Concerned Citizens of Plains and on Sunday at the St. John AME Church several gospel groups sang, prayed and had a religious good time.

"If a community develops for itself an economic base, it can solve many of its own problems," said Randolph Blackwell, Director of SRA, "If a person is emancipated economically," he continued, "he will automatically assume the responsibilities of full citizenship. All too often, however, government programs attempt to assist individuals and communities in

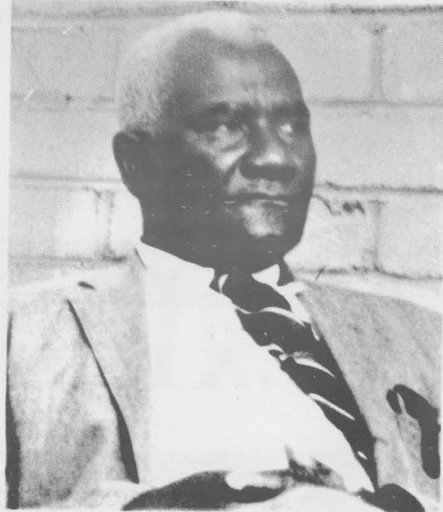
the resolution of their problems without fully understanding the basic underlining principle upon which the resolution depends . . . economic independence." Dr. Blackwell continued, "SRA's methodology dictates that we begin with this basic principle. Our experiences, especially here in Plains, Ga., have made us steadfast in our beliefs . . . It's amazing how fast and complete the resolutions of social problems are when a family is progressing economically."

"I have always contended that if we could create a way for a man to make a living, he will invariably create a life for himself." Dr. Blackwell concluded.

Plains, Georgia, a town where it would seem highly unlikely to prove economic theory, is coming into focus as a national example of how people working together can make a better life for themselves in rural America.

Continued on Page 2.

Plains, Ga. . . .



Deacon Schley of Plains

SRA has assisted people in Plains in developing a Brickcrete Factory that can produce enough bricks in two days to build a four bedroom house, a Rooftruss Assembly Plant that manufactures pre-assembled houseframes and a Community

Center in which a Day Care Center for pre-schoolers is operated. The center is also used weekly for meetings relating to work and leisure-time activities. Africana Village, a housing development of 15 homes sponsored by SRA, was built out of sheer determination on the part of the community. These houses have served as inspiration to the entire town and is often the center of much conversation. To many in this rural community, these houses represent tremendous pride and personal achievement.

Larry Gibson, SRA Community Organizer, says "Plains is closer to being that model rural community which can show the nation how to end the problem of out-migration. People will want to stay home if the conditions are right, and that means a way to make a living and having a decent place to live."

Fred Stokes, Associate Director of SRA and supervisor of the Plains pro-

jects, said, "Three years ago there was nobody here between 18 and 50, but now a couple of Vietnam Veterans are working here and also some young adults are staying. . . . Life here is getting better and is getting better by the day. . . . I'm very encouraged about what's happened here."

According to L. E. "Pete" Godwin, Mayor of Plains, the results of Southern Rural Action's efforts are quite tangible especially in "the vast improvement in the attitude and the pride of our citizens both in themselves and in their town."

Southern Rural Action is making progress in the South, and the people attest to it.

—Bob Waymer

A FEW INFLUENTIAL FRIENDS OF SRA from Sumter County met in the Plains Community Center. The results of this meeting yielded substantial financial support for the Center and Mrs. Nozie Jackson, Director.



Buster Pickett

SRA trainee of the month is nineteen year old BUSTER PICKETT of Plains, Georgia; a quiet, serious youth who is fifth in a series of eight children in his family. His father, who works at an Americus fertilizer plant, and his mother, a practical nurse, have managed to eke out a living by combining their earnings and being extremely frugal.

Buster's lack of interest in formal education was evidenced early by the fact that he failed two grades in elementary

Trainee of the Month

school. He did manage to get to the tenth grade before dropping out of school, however. Eventually an incident of mischief wound up with Buster having to appear before the Mayor of Plains. Buster's penalty for his mischief was to shear the shrubbery and maintain the grounds of City Hall for a week. Mayor Godwin, observing Buster carefully during this time, saw that in spite of all of the ribbing from passers-by, Buster worked out his full penalty, and did it well. The Mayor later learned that Buster had a keen interest and an undeveloped talent in drawing.

Meanwhile, Fred Stokes, SRA Associate Director, was in Plains on one of his many visits to SRA projects there, Mayor Godwin approached Stokes to inquire if there was any way that SRA could help Buster Pickett to learn a trade and, perhaps, develop his talent. Mr. Stokes, a big man with a soft heart for youngsters, went to see Buster and his parents. He interested them in Buster's coming to Atlanta and beginning as a trainee at SRA in the Graphic Arts Department. Subsequently, SRA managed from its meager

funds to provide housing and a monthly allowance for Buster while he trains.

That was just three months ago. Buster has now amazed everyone with the amount and rapidity of learning that he has achieved in such a short time. In three short months this high school drop-out has learned to operate a 1250 multilith off-set press, do stripping and make off-set plates. He has also learned to do some camera work in connection with off-set printing.

Mayor Godwin, Associate Director Stokes and SRA are to be congratulated in identifying and developing potentials in Buster. Most of all, Buster is to be congratulated for working so hard, applying himself and taking advantage of opportunities provided by SRA. Buster continues to learn more about these trades and expresses eagerness to move into the silkscreening and commercial arts departments where he can develop his artistic talent more fully.

BUSTER PICKETT represents thousands of youth in small, southern rural communities and the challenge that SRA has organized to meet.



SANDRA McNEAL has been appointed Acting Director of the Graphic Arts Division.

THE XMAS PARTY, a real success, was well attended. Staff came in from all projects to join in the fun. Doris Williams, Executive Secretary, who viewed the party from a sober corner, said, "The next party I will join the drinkers and have some of their fun." Marvin "Duck" Neal, talented Graphic Arts staff member, played guitar in the band. Barbara Drains delighted everyone with her dancing, and Selma Jones, an SRA trainee, entertained staff and guests with her professional singing. Mrs. Mary Burley, mother of Sandra McNeal, the new Acting Director of Graphic Arts, provided the food which was delicious

THE ASSOCIATE DIRECTOR, Fred Stokes, has moved into the living quarters at 1202 W. Marietta to provide some security and supervision for the grounds, buildings and equipment.

LARRY FRANKLIN is learning how to drive . . . a forklift. Don Greene has designed and is making vinyl legal pad folders as a possible new product for SRA. The folders would be a great item for staff and business promotions. Any design can be silkscreened on the back and personalized for any group or agency.

IN LEE COUNTY, SRA has agreed to assist Rev. Samuel Wells in expanding the **NEW COMMUNITIES DAY CARE CENTER** so that it can meet state guidelines. SRA will donate bricks and rooftruss for this expansion.

DR. RANDOLPH BLACKWELL was honored recently in Washington, D. C. by the Departments of LABOR, COMMERCE, and HEW for "meritorious service" for his work on the TASK FORCE on EDUCATION and TRAINING for MINORITY BUSINESS ENTERPRISE. The affair was held at The Department of Commerce and was attended by Caspar Weinberger, Secretary of HEW, Frederick Dent, Secretary of Commerce and other high governmental officials.

SRA Helps C'limco



It was during the late Fall of 1973 that Mr. Frank Collins, General Manager of C'limco Products, Inc. in Gary, Indiana, appeared at SRA in Atlanta in search of assistance in reorganizing C'limco for increased production. At the time, five machine operators at C'limco were producing an average of six to eight handbags per day. There was an urgent need to speed up production.

Mr. Collins was in luck. He had come to the right place. He had come to SRA.

Plans were laid immediately for Mr. Don Greene, SRA Garment Engineer, to go to Gary to conduct a workshop and initiate a new system designed to increase production at C'limco Products, Inc. Early in December, Don managed to interrupt his busy schedule and go to Gary. He conducted a 40-hour workshop in four days. C'limco's supervisor and five machine operators listened, studied and worked with Don for ten hours each day. The workshop was packed with vital information, action and expertise. Emphasis was placed on preventive maintenance, machine operation and quality control.

After this intense workshop, C'limco operators increased production by 400%. They were producing 45 bags per day instead of six or eight. C'limco personnel were amazed and delighted with the workshop results. Don very modestly admitted that he, too, was proud of the workshop results and he hastily added that he would revisit the plant in about three months for purposes of review and re-evaluation. This is characteristic of the quality of Don's working operations.

On the heels of Don's return to Atlanta, an extremely complimentary letter from Mr. Collins arrived at SRA praising Don's work and expertise. To Don Greene, it was all part of a week's work. This is his business.

Finley Wins Council Seat

Morris Finley, Director of Graphic Arts Division for SRA, now on leave, won a seat on the Atlanta City Council last summer during the city elections. Mr. Finley, a veteran civil-rights fighter and businessman in Atlanta, won the seat after a hard fought campaign. He will represent the 5th Council District, the Atlanta/DeKalb portion of the city.

Councilman Finley, who ran for office four years ago and barely lost to strong opposition, said, "The difference in this race was that I was determined to win. . . I ran on the basic issues of the people I was to represent. I found that people wanted jobs and training for real jobs." He continued, "What a man needs to make him really feel like a part of this society is to have a skill that he can count

on to make some money— money to buy the things he really needs for himself and his family. It's only when people are earning their way that they feel worthwhile." Finley continued, "My personal beliefs are mostly the same as my political beliefs and because of that I try to be consistent in my everyday dealings with people."

Councilman Finley is a native of Atlanta. He understands his neighbors and he serves on numerous civic boards and commissions. As an active and concerned member of the Atlanta business community. He at one time, built and operated the largest Black printing firm in the South— The Diamond Printing Co.

Congratulations Councilman Finley— SRA is especially proud of you.



DIRECTOR'S CORNER

Technical definitions of common words seldom, if ever, facilitate broad working understanding. In most instances such definitions are so restricted as to render the words virtually useless as tools for explanation, concept building or program development in a layman's world. So it is that when a professional social innovator and a lay practitioner in community development look at a given social situation, having not agreed upon a common terminology, communication breaks down, friction develops, and soon thereafter sparks begin to fly.

Dr. Randolph Blackwell

A classical illustration of how the technical definition of a word can create more heat than light can be found in the way that the Bureau of Labor Statistics defines the word "unemployment". When the man in the street reads in his newspaper or hears on radio or television that unemployment has significantly dropped, he is, as a rule, greatly frustrated, or as we say in the rural, he is "fit to be tied", for everything around him appears to be just the opposite. A report that states anything to the contrary is great hoax designed to ignore or cover up a problem that is very real to him.

Now, of course, when the U. S. Bureau of Labor Statistics uses the word "unemployed", it refers to only those individuals that are known to be actively seeking a job in a traditional way, such as applying at the employment office. The Bureau of Labor Statistics' definition does not include the thousands of individuals that have not mastered the art of job hunting. Neither does it include those that have become so discouraged that they are no longer looking for a job even though they are unemployed.

It is clearly evident that a broader definition or a more descriptive term is needed to describe the unemployed.

For a while it appeared that such a term might be "hard

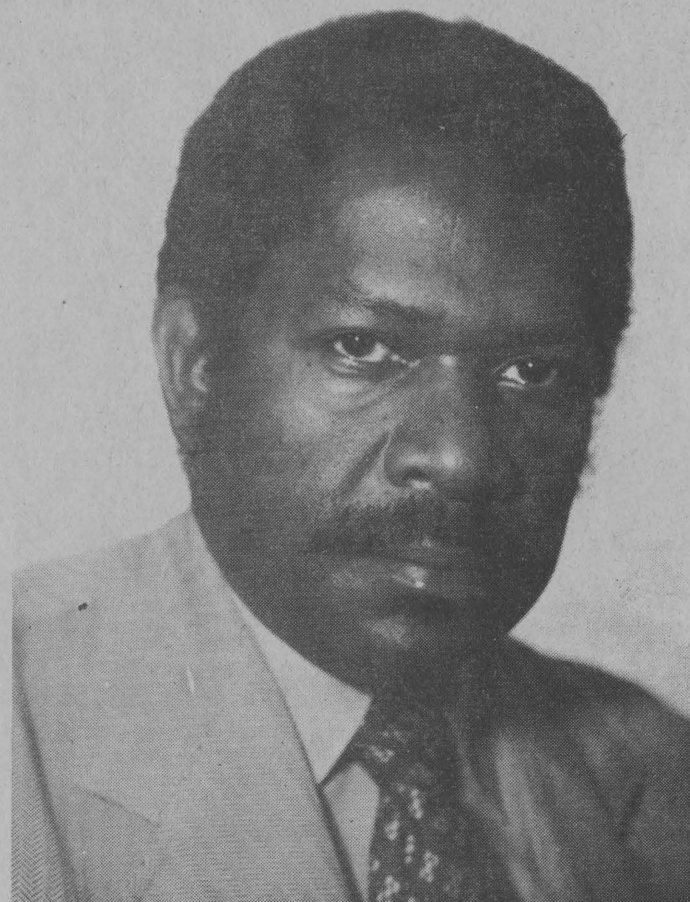
core unemployed". Let us concede now that the term "hard core unemployed" is a coat of many colors bearing a different appearance with almost every individual, group or agency in spite of their mutual concerns and commitment.

Our efforts at SRA to identify the hard core unemployed have led us to the conclusion that the truly hard core is that part of the inner-city population that has come in from some rural community empty-handed, without marketable vocational skills, poorly educated, culturally naked, isolated, homesick, unknown and unnoticed.

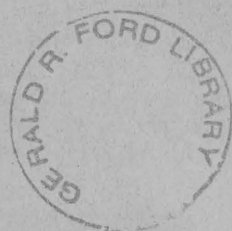
If we ask where are these people, the best answer would probably be. . .they are located on the road to the local jail if they have not already arrived. The hard core unemployed are individuals who appear in our courts and draw the short term sentences time and time again. They are those persons that can not call a friend or relative and get \$50.00 to \$100.00 to keep from going to jail for 60 to 90 days.

It is clear that the definitions concerning unemployment need to be reworked. The prevailing gulf between the professional terminology and every-day-worker understanding serves no useful purpose. It is in the best interest to the nation that we bridge this gap.

SOUTHERN RURAL ACTION, INC.
1202 West Marietta Street, N. W.
Atlanta, Georgia 30318



Dr. Randolph Blackwell. Director of Southern Rural Action Inc.



SOUTHERN RURAL ACTION, INC. 1202 West Marietta Street, N.W. Atlanta, Georgia 30318

Southern Rural Action

If by any chance you have heard Randolph Blackwell speak about the unknown and unnoticed citizens that are crowding out our major cities and filling

is like being hit right between the eyes. That is just the way it happened to this writer. Seven days ago I was driving out West Marietta Street and saw

back of the building. I knew Dr. Blackwell and felt comfortable walking in on him without an appointment. Upon entering the building, I knew immediately that I was in a whirlpool of activity. Following the

mal. Within a few minutes and in a few words Dr. Blackwell laid it all out for me in clear, simple language, starting with: "You don't need to feel embarrassed that you don't know a great deal about

bama and Mississippi). By being here in Atlanta we have access to several forms of transportation which makes it possible for us to keep in close contact with all of our projects."

kegee Institute with a degree in Building Construction, taught freshman brick-laying at Tuskegee and worked in private home construction before coming to work with SRA. Mr. Stokes told me that he

Fred Stokes said, in a half laughing way, "I don't think we are as tough now as we were then. The ups and downs have taken their toll on us. On three different occasions," he continued, "we have met for

to the third floor and passed a man wearing a City Prison uniform. This was the second time I had seen this uniform. My curiosity must have shown on my face. Blackwell spoke up, "For quite some time in

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William Raspberry

New Towns and Old, Black Communities

Dr. Randolph T. Blackwell gets a little annoyed when he reads about federal funds going to such "new towns" as Soul City.

It isn't that he has anything against the establishment of new towns in general or against Floyd McKissick, who is behind this one in particular. "It's just that it seems to me to make more sense to make 'new communities' out of the old communities that already exist but are woefully underdeveloped," he said.

The new town concept works well enough for the white middle class, with its "undergirding of private finance and extensive influence that reaches forcefully into every segment of the society," he said. But such resources aren't available to the poor and the black who are Randy Blackwell's chief concern.

Blackwell (whose doctorate is in jurisprudence, although he has the look of a big black country preacher and the salesmanship of an itinerant evangelist) is director of Southern Rural Action, Inc., which is in the business of trying to create new communities by working with old ones, particularly old black communities in the Deep South.

"The question I ask is, why should we undertake to develop new streets, water systems, sewerage, electrical systems and so forth when there are hundreds of cities that already exist, needing only economic development?" he said on a recent visit here from his Atlanta headquarters.

Not that he pretends to solve totally the economic problems of the black rural South. "We just try to show them that they can do some things, and we try to leave them on a more solid economic footing than we found them."

For example, SRA has established 19 factories in five Southern states, manufacturing bricks, roof trusses for prefab houses, paper hospital gowns, cabinets and doughnuts. There are silk-screen operations, offset printing presses and garment factories that have landed lucrative contracts making men's shirts (for Sears), children's clothing (for J. C. Penney) and women's stretch pants (for the Villager).

According to Blackwell, SRA projects have "touched" 110 communities, with concentrated programs in a dozen of them, in North Carolina, South Carolina, Georgia, Alabama and Mississippi. Except for some demonstration facilities in Atlanta and a silk-screen operation in Dayton, all are in the rural South.

"We're not trying to 'keep 'em down



Southern Rural Action developed its first garment factory in Crawfordville, Ga.

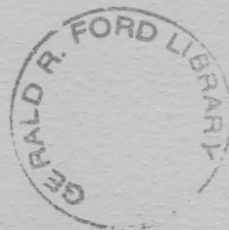
A PROPOSAL SUBMITTED TO
THE U. S. DEPARTMENT OF LABOR

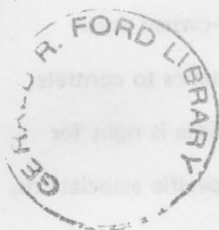
by

SOUTHERN RURAL ACTION INC

ATLANTA, GEORGIA

AUGUST, 1974





INTRODUCTION

Southern Rural Action, Inc. applies for funds to conduct an economic development program that will have the effect of strengthening some thirty (30) minority owned manufacturing enterprises while at the same time stimulating the establishment of an additional thirty (30). The program projected here is designed to work with selected groups in North Carolina, South Carolina, Georgia, Alabama, Mississippi, Louisiana, Arkansas and Tennessee.

In 1966, Southern Rural Action, at its outset, deliberately undertook to count the number of minority-owned manufacturing enterprises across the afore mentioned states that were employing at least 25 individuals. The findings were tragically disturbing. Only seven such enterprises could be identified.

Southern Rural Action accepted an elementary economic principle that is known to every under-developed nation; that being that an under-developed country can only hope to develop in proportion to its capacity to structure so as to attract capital resources from affluent communities.

At the time that this line of thinking was taking shape, much national attention was being given to the concept of "Black Capitalism." To a very great extent this concept found embodiment in retail franchise business, mainly fast food enterprises.

Those few individuals who cried out against this approach were like babes in the woods in the rising tide of shining new enterprises popping up everywhere. The logical argument that this approach would only serve to intensify competition over the very limited number of dollars in the community could not and did not prevail. It was contended that the franchise route to development would result in a number of business failures at the hands of some once reasonably secure citizens leaving them in a state of bankruptcy from which they could never recover.

It was suggested that the entire minority community would lose in this approach to a degree because it would strip the community of its "John Q. Citizens" who were once good contributors to the YMCA, the church and other community institutions. The tragic result predicted, eight years later, is now well documented in fact.

In the face of public ridicule and with only very limited public support, Southern Rural Action elected to pursue economic development by establishing manufacturing enterprises in deprived rural communities that would sell their products to major corporations headquartered in affluent metropolitan centers of this nation. In money terms, the SRA program has, over the past eight years, generated a capital flow in excess of sixty million dollars.*

In statistical terms it can be noted that there are now more than 30 minority-owned enterprises scattered across the South producing a variety of products ranging from cosmetics to concrete bricks. These enterprises need to be strengthened, expanded and duplicated. The time is right for the establishment of a general association of real manufacturers and at least three specific associations.

At the present time there are twelve (12) needle trade factories, four (4) graphic arts (offset printing, silk screen) and four (4) factories that produce brick and other home construction components. Most of these enterprises are a part of the SRA track record. Much is to be gained by bringing enterprises of similar interest and concerns into an association and eventually into a general association.

The volume of contracts now available to such manufacturers is of such magnitude as will allow their working together in the most constructive way.

It is proposed here that SRA be commissioned to do three things:

1. Form one general manufacturers association and three specific associations.
2. Train three hundred (300) individuals— some in building construction, garment manufacturing, graphic arts, woodworking, plastic and artificial marble as a foundation for future expansion and development.
3. Assist thirty (30) local groups in the establishment of ten (10) new factories.

The feasibility of Southern Rural Action doing that which is proposed here is now well established in fact. The capacity of Southern Rural doing that which is proposed is greatly augmented by the kind of cooperative relationship now existing between SRA and major corporate buyers.

*See Appendix I, Congressional Record, *Southern Rural Action Story — 1966-1972*, Congressman Andrew Young.

Southern Rural Action, Inc.

EXECUTIVE DIRECTOR

ASSOCIATE DIRECTOR

INFORMATION
EDUCATION

ADMINISTRATIVE
SECRETARY

COMMUNITY
ORGANIZATION

ACCOUNTANT

ECONOMIC
DEVELOPMENT

BOOKKEEPING

GRAPHIC ARTS

Silk Screen Printing
Sign Painting
Offset Duplicating
Photography

FOOD AND
NUTRITION

Nutrition Education
Bakery Operation

PLASTICS

WOODWORK

COUNSELING AND PLACEMENT

GARMENT
INDUSTRY

Cutting
Mechanic
Supervisor

BUILDING
CONSTRUCTION

Brick Laying
Carpentry
Electrical Wiring
Plumbing

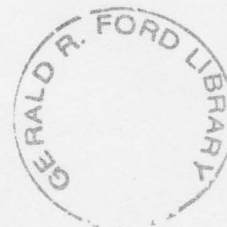




TRAINING COMPONENT

BUILDING CONSTRUCTION HELPER TRAINING PROGRAM

TRAINING	<u>Basic Education</u>			<u>Skill Training</u>			
	(Basic Math.	Business	Reading)	(Carpentry	Masonry	Plumbing/Wiring	Packager)
Carpentry	72 hours	24 hours	24 hours	840 hours			
Masonry	72 hours	24 hours	24 hours		840 hours		
Plumbing/Wiring	72 hours	24 hours	24 hours			840 hours	
FMHA Packager	72 hours	24 hours	24 hours				840 hours



DAILY TRAINING SCHEDULE FOR ONE WEEK FOR ALL PHASES OF INSTRUCTION

	<u>Monday</u>	<u>Tuesday</u>	<u>Wednesday</u>	<u>Thursday</u>	<u>Friday</u>
8:00 AM	Math.	Business	Math.	Reading	Math.
9:00 AM	Shop	Shop	Shop	Shop	Shop
10:00 AM	Shop	Shop	Shop	Shop	Shop
11:00 AM	Shop	Shop	Shop	Shop	Shop
12:00 PM	Lunch	Lunch	Lunch	Lunch	Lunch
1:00 PM	Job Training	Job Training	Job Training	Job Training	Job Training
2:00 PM	Job Training	Job Training	Job Training	Job Training	Job Training
3:00 PM	Job Training	Job Training	Job Training	Job Training	Job Training
4:00 PM	Job Training	Job Training	Job Training	Job Training	Job Training

GRAPHIC ARTS

Monday through Friday

9:00 - 12:30

Basic Education

Work-a-day world

Record Keeping

Bookkeeping

Inventories

Management

Plant Layout

Personnel

Quality Control

Time and Motion

Market Development

1:00 - 5:30

Shop

PLASTIC MOLDING

Monday through Friday

9:00 - 12:30

Basic Education

Work-a-day World

Record Keeping

Bookkeeping

Inventories

Management

Plant Layout

Personnel

Quality Control

Time and Motion

1:00 - 5:30

Shop



ASSOCIATION DEVELOPMENT COMPONENT

ASSOCIATIONS

Under the Southern Rural Action OEO Grant No. 40873, 1973-74, a loose association of manufacturers of brick and other construction components was pulled together. This organization is known as the Association of Brikcrete Manufacturers.

At this stage in the history of the Association it can be said that the associated individuals and groups have identified some very specific ways in which they can be of assistance to each other.

Already they are beginning to lend and borrow equipment and share ideas, approaches and experiences.

A similar kind of development has been started known as the Southeastern Association of Small Garment Manufacturers. This Association presently consists of nine factories.

It is projected that an Association of Graphic Arts Enterprises will be developed. It is likewise projected that a general manufacturers association will be formed that will consist of the three associations listed above but will also involve many enterprises that have not yet been pulled into a specific association.

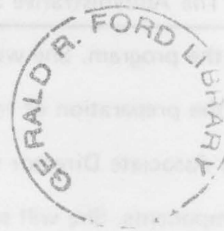
Under this program Southern Rural will work to strengthen the Associations by making certain that regular monthly meetings are held and that the technical assistance required is afforded to the Association.



ADMINISTRATIVE

- A. This program will be under the administrative direction of Dr. Randolph T. Blackwell, Executive Director of Southern Rural Action, Inc. All persons employed under this program will be responsible to Dr. Blackwell.
- B. The administrative responsibility of this program will be in the hands of six individuals, who will be employed full time for the duration of the contract period. The five individuals are:

Director
Associate Director
Administrative Secretary
Accountant
Information Educational Specialist
Community Organizer



DIRECTOR - DR. RANDOLPH T. BLACKWELL:

The Director of the program will have the responsibility of interpreting the project to the total rural public community, the services agencies and all other interested groups and individuals.

He will be alert to all problems related to the program and initiate action for expeditious solutions of any problem prevailing. He will direct the staff in the operation of the program and carry out all function that are needed to insure orderly operation and development of the project.

The Director, being an economist himself, will in addition to the administrative responsibilities described above conduct the instruction described in the economic development training component of this program.

The Associate Director will perform those overflow duties and responsibilities of the Executive Director as are assigned to him by the Executive Director. All training programs will be responsible to the Associate Director in the first instance. The Associate Director will have decision making authority subject only to the reviews of the Executive Director and/or the board of directors.

The Staff Accountant will be directly responsible to the Executive Director. He will prepare and maintain payroll records in accordance with standard accounting procedures and will be responsible in the first instance for all fiscal matters and contracts. He will establish records and procedures for the orderly handling of purchases and disbursements. He will prepare monthly financial reports for the project and such other financial reports for the project as the Director may be required to submit.

The Accountant will have responsibility for that part of the training program described as Record Keeping.

The Administrative Secretary will have the responsibility of handling correspondence related to the program. She will be responsible to the Director in the first instance. She will assist him in the preparation of reports and memorandums, both in housing and otherwise. She will assist the Associate Director with communications as he works to coordinate the various training components. She will supervise the duplication and distribution of all information and educational literature as well as inventory of office supplies and other administrative duties not here provided for.

The Information-Educational Specialist is a highly necessary part of the administrative staff of this program. It has been found through experience that very little literature of an educational-informational nature has been prepared with low-income, culturally deprived individuals in mind. Because of this fact, it is felt that a person will be required that is keenly aware of the need and particular skill for the task.

The Information Education Specialist will work with every aspect of the total program, using every available media to adapt information and educational material to the learning skills and culturally habits of the trainees. She will not only work on educational materials, but motivational material as well. In some instances, The I and E Specialist will work at literature designed to increase the community appreciation for the trainees. It is anticipated that much information will be collected about the community from which trainees come; such information will have its greatest value when it is adopted to the learning habits of the trainees and

placed in their hands. This will also be a responsibility of the Information Education Specialist.

The Community Organizer, by the very nature of his responsibility, has to be an individual that works well with people. He is the staff person that makes the essential assessment for all of the other staff members. He has to have the ability to analyze the social force at work in the community. He has to be able to evaluate community leadership and followship. He needs a basic knowledge of organizational techniques and extensive experience in social organization. He must be sensitive to individuals and group needs; and above all he must be dedicated to the cause of economic development for rural communities.



BUDGET

[An itemized budget will be supplied at the time that a formal proposal is presented]

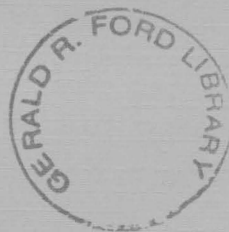
ADMINISTRATIVE	\$44,850.00
TRAINING (300 Trainees)	274,005.00
GENERAL TRADE ASSOCIATION (12 Meetings)	24,000.00
THREE TRADE ASSOCIATIONS (12 Meetings each)	<u>30,000.00</u>
TOTAL BUDGET	\$362,855.00



SOUTHERN RURAL ACTION INSTITUTE

Bulletin

1974 — 75 SESSION



**FOR ADDITIONAL INFORMATION WRITE OR CALL THE DIRECTOR OF ADMISSIONS
1202 WEST MARIETTA STREET**

Phone (404) 799-8381

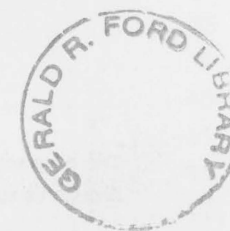
Atlanta, Georgia 30318

SOUTHERN RURAL ACTION
INSTITUTE



BULLETIN

1974 — 75 SESSION



Published by

SOUTHERN RURAL ACTION, INC.

ATLANTA, GEORGIA

You will find this bulletin useful as a reference during your attendance at Southern Rural Action Institute. Please preserve it for this purpose.

NOTICE

The program and requirements set forth in this bulletin are necessarily subject to change without notice at any time at the discretion of the administration.

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People Say of SRA

Application

Foreword

America is today challenged by a growing paradox of poverty and affluence that threatens its moral and spiritual fibers and jeopardizes in the process the national security at home and abroad. This situation is untenable.

Many citizens' inheritance makes it difficult, if not impossible, for them to take advantage of the opportunities of which the rest of society avails itself. Their plight dictates that it is in the very best interests of the nation to seek a more desirable social arrangement:

Attempts at the eradication of poverty, though important, can only produce temporary and limited improvements at best. There has to be a solid underpinning of education that affords to the disadvantaged the skills, knowledge and attitudinal development that will enable them to enter into the mainstream of American life. Without this kind of underpinning, our disadvantaged population cannot be expected to function effectively as wage earners, consumers, householders, parents or citizens.

The young school dropout, the unemployed adult and the unskilled veteran seeking a satisfactory personal adjustment all need and require a special training program. The very nature of the situation is compounded if the persons so described happen to live in rural America. A training program that will speak to this need will require the promulgation of special admissions policies, varied vocational offerings and unique training approaches. Deliberate consideration must be given to such matters as reduced student costs, accessibility of training, trainees' emotional needs and individual trainee potential. All of this must be accompanied by efforts expended in the development of opportunities for employment and business ownership.

The commitment must be to reach beyond everything that is presently being done to improve the national record of failures at serving the masses. The whole communication process between the Haves and the Have Nots must be deepened and expanded. Individuals and institutions sponsoring training programs in the interest of building the "good life" must be ready to embrace a student-centered development program accepting as a responsibility the task of studying and researching all reasonable techniques and approaches.

People of all races, creeds and colors whom the system has tended to by-pass must now be recognized as a fountain of resources capable of enriching life and dignifying all mankind.

Southern Rural Action Institute

Southern Rural Action Institute, a subsidiary of Southern Rural Action, Inc. was established and exists for the purpose of conducting vocational training and career development programs for interested individuals committed to the perpetuation of a democratic society.

This Institute, rising proudly out of an enviable rural economic development tradition established by its parent body, can be expected to augment, undergird and expand upon that tradition in every possible way. The S. R. A. Institute is similar to other vocational-career development training institutions except that it deliberately seeks to attract trainees from rural communities in the southeastern part of the United States. It is felt that these trainees will have an interest in helping to bring their communities into the mainstream of the American economy.

The Institute does not recruit trainees who are desirous of obtaining higher formal education leading to a degree because its most direct value is to those who are unable to pursue such an education and who need concentrated learning in a lucrative trade in a minimum period of time. This Institute is also valuable to those who wish to upgrade their skills and enter a higher level of a given trade field.

The Institute is so designed that a trainee can enter into a course of instruction and develop skills to the maximum of his potential. Training is also arranged for the certification of trainees upon completion of specified programs. A trainee may, however, study only one area within a given period which will equip him to qualify for and function adequately on a specific job. Gainful employment is a primary goal of training.

The Southern Rural Action Institute assumes the responsibility of providing not only technical training and skills, but also a learning situation that will help its trainees to fulfill their moral, social, economic and aesthetic responsibility to the community.

Southern Rural Action, Inc

Southern Rural Action, Incorporated is a private, nonprofit association incorporated by the state of Georgia in 1968 for the purpose of conducting economic development projects and programs in the rural Southeastern United States.

The work of SRA is a continuation of work begun in 1966 by Southern Rural Action Project, which was the Southern arm of the Citizens Crusade Against Poverty.

During its seven year history, SRA has done work in more than 110 communities scattered across the entire United States. SRA has done concentrated economic development work in nineteen counties in the Southeast. This work has resulted in the creation of eighteen income job-producing factories and numerous social projects and programs.

The work of Southern Rural Action is predicated upon the fact that there is severe poverty concentrated in the rural South; 182 counties with per capita income of less than \$750 per year.

These are counties in which there is great black population concentration. Most of them have yet to discover any real semblance of democratic processes in society. Most of them have not in any real way been benefited by most of the federal social programs, including EDA, OEO, MDTA and FHA-USDA.

These are the counties in the nation that have experienced the greatest out-migration and, in so doing, have contributed greatly to urban welfare rolls and center city decay.

SRA believes that there are thousands of individuals that would prefer to live in rural America if income and social conditions were to show any signs of improving. Improvement is possible in rural America if projects and programs are designed so as to utilize resources that exist, mainly people, in the developmental process.

Construction of homes for rural families will have the effect of stabilizing and strengthening rural families. The development of manufacturing enterprises as against retail enterprises will tend to draw money resources from the affluent communities into the nonaffluent.

Southern Rural Action has observed that depressed communities tend to cluster together and, in so doing, tend to share similar cultural, social, political and economic characteristics. There are strong feelings of allegiance and strong lines of communication between the citizens of these areas.

Southern Rural Action has followed a practice of establishing a project in at least one county of each cluster area, knowing that each project will influence and move citizens in neighboring counties to action.

Many words have been used to describe the work of Southern Rural Action: technical assistance, community organization, leadership training, economic development.

The work of SRA might properly be described as that which produces change— making things happen in a visible, concrete and tangible way. The approach is practical and direct, working with whatever happens to exist. Every community has some kind of leadership and some form of existing organization. SRA identifies the leadership and organization and utilizes it as the core group for economic development.

Local leadership emerges as a project unfolds. This leadership is given technical assistance in accordance with recognized needs.

The approach is deliberately simple. For example, without undertaking to give a community a complete health education, SRA will establish a bakery that produces nutritious bakery products. The bakery will be owned and operated by local citizens. Thus the project deals with a health and an economic problem at the same time.

The SRA mode is a three phase process:

1. Deliberately select the community and an organization therein with which to work. Find the money necessary to purchase the tools of production. Train the people in the use of those tools.

2. Develop a mechanism through which the tools of production and the training afforded can be utilized to begin to solve immediate problems such as the need for food, an adequate house or an income-producing job.

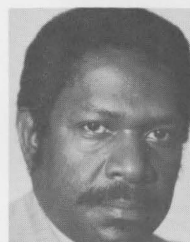
3. Link the various projects in the various communities together in associations so as to strengthen each project and, at the same time, insure their continuous growth and development. Associations of this nature will be of great value in the problem solving, experimentation area. Significant economies to all involved can be reasonably anticipated.

Southern Rural Action makes no pretense of its capacity to solve the economic problems of the rural South. Such an ambition would require a "Marshall Plan" similar to that which was employed after World War II. SRA seeks to demonstrate that the economic, social, health, and other problems of the rural South can be solved.

SRA seeks in the immediate future to relieve human suffering to the fullest possible extent and to strengthen the spirit of hope through mass constructive people involvement.

In the more long range, SRA seeks to stem the tide of out-migration which characterizes rural areas and hopes eventually to reverse it.

Administration



Director

Randolph T. Blackwell
Doctoral Degree, Howard University



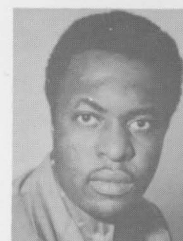
Director of Instruction

Lenzell Ruffin
Master's Degree, Case Western Reserve University
Further Study, American University



Director of Admissions

Doris L. Williams
High School Diploma
Certificate, Blayton School of Accounting
Three Years, Morris Brown College



Accountant

Ulysses Blackwell
Bachelors Degree, University of New Haven



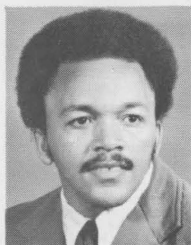
Secretary

Carolyn F. Elder
Diploma, Castlemont High School
Certificate, Atlanta Area Tech
One Year, Georgia State University

Instructors

GRAPHIC ARTS

Morris Finley
Diploma, David T. Howard High School
Certificate, Boston School of Lithography



Sandra B. McNeal
Three years, Clark College



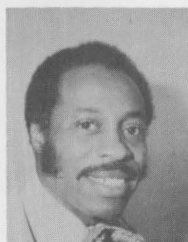
Lucious C. Hightower
Bachelor's Degree, Clark College
Two years graduate study, Georgia State University



Barbara Drains
Diploma, David T. Howard High School



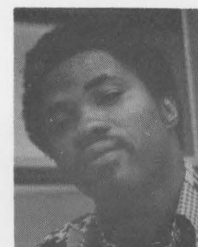
Marvin Neal
Three and one half years, Morehouse College



NEEDLE TRADES



Donald L. Greene
Two and one half years, Alabama A & M University



Charles Ruffin
Bachelor's Degree, University of Kansas

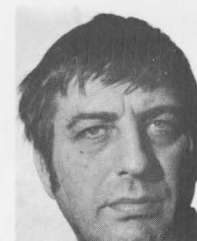


Earlene Knight
Bachelor's Degree, Alabama A & M University

ENTERPRISE DEVELOPMENT

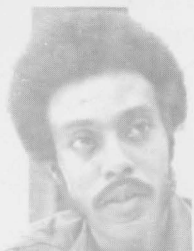


Douglas Burton
Central High School, McRae, Georgia

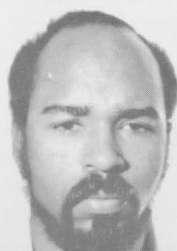


Robert A. Beasley
Bachelor's Degree, Middle Tennessee State University
Further study, Atlanta Art Institute and Georgia State University

COUNSELING AND RECRUITING



Larry C. Gibson
Bachelor's Degree, Albany State College



John H. Stagers, III
Two years College, Montgomery Community College, Washington Technical Institute, Ball State University



Robert Waymer
Master's Degree, Atlanta University



Josephine Thomas
*Diploma
Certificate, South Georgia Technical and Vocational School*

LOCATION AND FACILITIES

The principal training afforded by Southern Rural Action Institute is conducted in a three story facility containing 24,000 square feet, situated on a three acre tract of land along with two other buildings containing jointly an additional 5,000 square feet. This facility is located just two miles from the center of Atlanta, Georgia.

There is adequate space allotment for classroom and shop experience that will allow the accomplishment of the training objectives described above.

The training equipment is modern and adequate for individualized instruction. Special care has been taken to make certain that the trainee is exposed to the tools and equipment that he will most likely encounter once he has completed his course of study.

The trainee will have at his disposal a snack bar, a library, a conference room and adequate working space for trade projects.

In certain training areas it is expected that the trainee will need field on-the-job experience. The needs will be met by assigning trainees to commercial enterprises that Southern Rural Action, Inc. controls or played a major role in establishing.

ENTRANCE REQUIREMENTS

The parent-body of Southern Rural Action Institute was conceived from the basic idea that training for poverty-stricken illiterates in rural areas is possible and sorely needed. Therefore, the SRA Institute holds as its general entrance requirements only that each trainee be at least sixteen years of age and evidence a satisfactory level of seriousness of purpose.

It is to be understood that in certain training areas, other entrance requirements will be necessary and specified in the respective course descriptions.

CREDITS FOR PREVIOUS TRAINING

Applicants with previous training or skills in trade programs offered at the Institute will be tested and considered for advanced placement. Placement will be based on the degree of demonstrated proficiency on placement tests. No trainee will be required to repeat the learning of previously acquired skills.

COUNSELOR SERVICES

The Institute will provide counseling services by qualified personnel in the areas of concern as indicated by the trainees. Every effort will be made to assist the trainee in becoming a wholesome and productive individual during his/her training period. Emphasis will be placed on personal development as well as career and vocational opportunities. In the case where the Institute does not have the staff competencies to provide the needed counseling service, resources from the Atlanta community will be utilized. The Institute may, in some cases, purchase via contract needed services that will enhance the development of the trainees.

ATTENDANCE

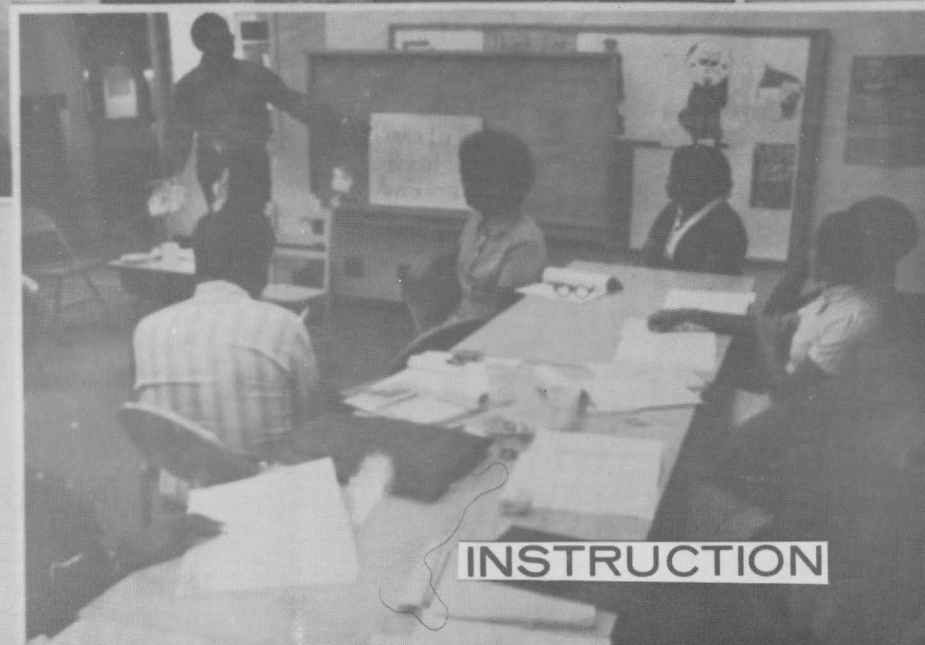
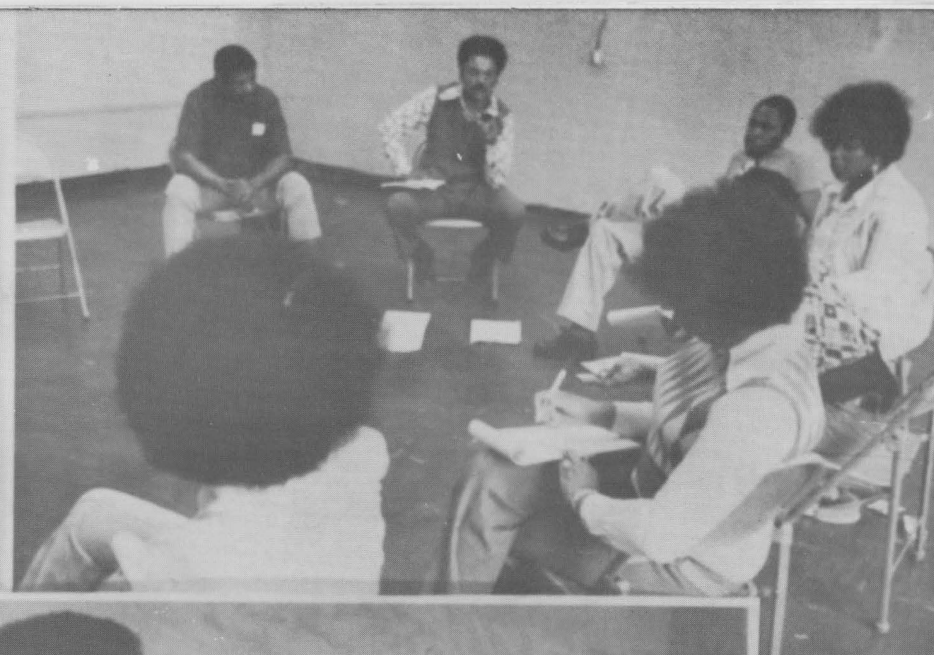
The Institute will insist on regular attendance by every person enrolled in a course of study. Trainees should expect to be called in for a conference with the counselor anytime he is absent three (3) days in any given month of training. Any number of absences in excess of three (3) days within a given month may result in a trainee having his training interrupted or re-cycled.

Absences in excess of thirty (30) days within a twelve-month training period will result in a trainee not receiving a Certificate, except in those cases where a very special arrangement is established to make up the work that has been missed. Excessive absenteeism will result in termination of training.

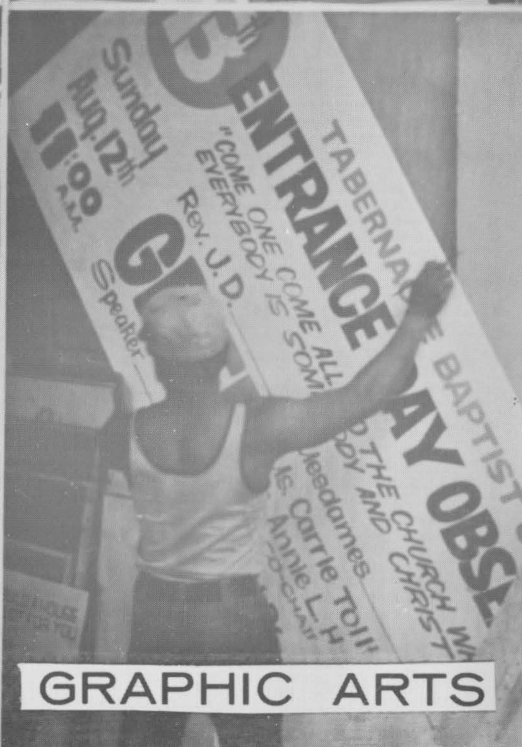
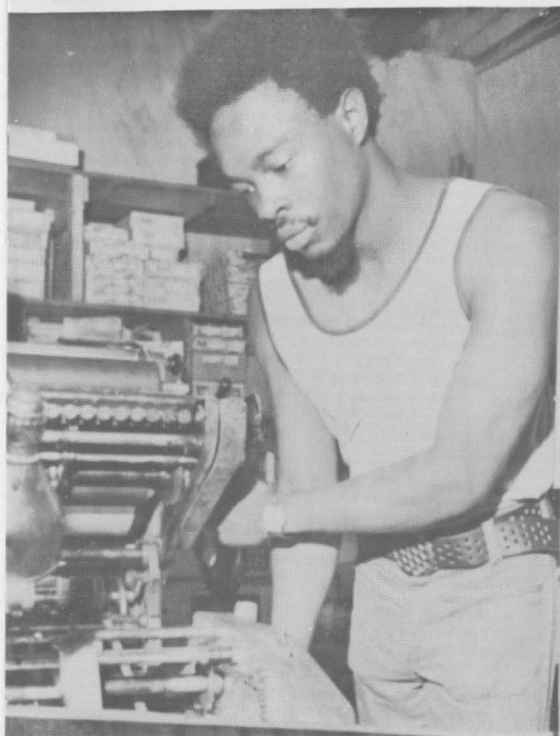
CLASS HOURS

Classes are held five days per week, Monday through Friday, from 9:00 a.m. to 4:00 p.m. Instruction in each study program is divided between theoretical training and practical experience.

Each training day will have a thirty minute lunch period and such other breaks as would appear to be desirable.



INSTRUCTION



GRAPHIC ARTS

Division Of Graphic Arts

Lithography

Programs:

1. Offset Press Operator 6 Months

This program is designed to provide an individual with sound knowledge and skills in commercial offset printing. Through carefully supervised applied shop practices it will be possible for a student to develop confidence and efficiency in operating the offset presses. This instruction will also include exposure to basic camera and plate making processes.

One completing this course of study will be qualified to work as a small press operator.

2. Offset Shop Supervisor 12 Months

This program is designed for those qualified offset press operators who desire to expand upon their acquired knowledge and skills. The instruction is so organized as to afford a student the opportunity to become proficient in lithographic camera and press operations as well as other related shop equipment.

In this program an individual will develop in-depth knowledge related to plate making, papers, inks, fountain solutions. The program is rounded out by a course in Personal and Human Relations.

One completing this course of study will be qualified to do on the job training and function as an offset shop supervisor.

3. Offset Shop Manager 18 Months

This program is designed for individuals who are interested in preparing for a career as an offset printing shop manager. Instruction is so organized as to give an individual the knowledge and skills necessary to perform the various functions related to production in a shop.

Persons completing this course of study will have an understanding of personnel principles and practices as well as the basic information with which to make business decisions and operate a successful shop.

DIVISION OF GRAPHIC ARTS

COURSE NO:	COURSE TITLE:	HOURS
First Quarter		Total Hours 300
10111	Introduction to the Graphic Arts	60
10112	Introduction to Lithography	60
10113	Basic Composition and Paste Up	60
10114	Basic Press	60
10115	Applied Shop Practice I	60
Second Quarter		Total Hours 300
10121	Basic Lithographic Camera Operation	60
10122	Basic Stripping	60
10123	Basic Plate Making	60
10124	Applied Shop Practice II	60
10125	Review, Demonstration, Examination	60
Third Quarter		Total Hours 300
10131	Halftone Photography	60
10132	Papers, Inks, Fountain Solutions	60
10133	Contact Printing, Camera Composition, Quick Copy	60
10134	Cutting, Folding and Binding	60
10135	Applied Shop Practice III	60
Fourth Quarter		Total Hours 300
10141	Color in Lithographic Printing	60
10142	Advanced Stripping and Plate Making	60
10143	Applied Shop Practice IV	60
10144	Personnel and Human Relations	60
10145	Review, Demonstration, Examination	60
Fifth Quarter		Total Hours 300
10151	Business Mathematics	60
10152	Communication Skills	60
10153	Time and Motion Theory	60
10154	Correlating the Graphic Arts	60
10155	Introduction to Administration	60

DIVISION OF GRAPHIC ARTS Cont.

COURSE NO:	COURSE TITLE:	HOURS
Sixth Quarter		Total Hours 300
10161	Introduction to Economics	60
10162	Business Law	60
10163	Basic Accounting and Record Keeping	60
10164	Pricing and Marketing	60
10165	Review, Demonstration, Examination	60

Commercial Art

Programs

1. Lettering and Sign Painting 6 Months

This program is designed to train individuals in the fundamentals of lettering and sign painting and display.

A person completing this course of study will have the foundation on which to build a career in commercial art while at the same time being able to qualify for a job preparing signs, posters, show cards, charts and other similar materials in the lettering field.

2. Advertising 9 Months

This program is designed to train individuals who seek to build a career in general advertising.

A person completing this course of study will have the foundation on which to build a career in commercial art while, at the same time, being able to qualify for a job preparing signs, posters, show cards, charts and other similar materials in the lettering field.

DIVISION OF GRAPHIC ARTS Cont.

COURSE NO:	COURSE TITLE:	HOURS
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First Quarter	Total Hours	300
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10211	Introduction to Commercial Art	60
10212	Graphic Arts Survey	60
10213	Basic Lettering	60
10214	Freehand Drawing	60
10215	Color, Beauty and Balance	60

Second Quarter	Total Hours	300
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10221	Advanced Lettering	60
10222	Advanced Freehand Drawing	60
10223	Sign Painting	60
10224	Principles of Advertising	60
10225	Review, Demonstration, Examination	60

Third Quarter	Total Hours	300
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10231	Communication and Advertising Writing	60
10232	Advanced Sign Painting	60
10233	Layout and Paste-up	60
10234	Commercial Art Marketing, Pricing and Estimating	60
10235	Review, Demonstration, Examination	60

DIVISION OF GRAPHIC ARTS

Cold Type Composition

6 Months

This program is designed to provide an individual with a sound knowledge of and skills in commercial cold type composition.

The instruction is organized in such a way as to afford trainees the opportunity to learn the various approaches to cold type composition. Every trainee will be expected to develop proficiency in the operation of the machines commonly used in this field.

A person completing this course of study will be able to function well as a compositor wherever lithographic printing is being done. Such a person will be competent in the operation of an independent composition shop.

All persons, upon entering this course of study, will be required to demonstrate a typing skill of not less than 30 words per minute.

COURSE NO:	COURSE TITLE:	HOURS
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First Quarter	Total Hours	300
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10311	Graphic Arts Survey	60
10312	Introduction to Cold Type Composition	60
10313	Hand Lettering and Clip Out	60
10314	Pre-Printed Type	60
10315	Basic Impact Composition	60

Second Quarter	Total Hours	300
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10321	Advanced Impact Composition	60
10322	Mechanical Preparation	60
10323	English Proficiency and Proofreading	60
10324	Photographic Display Composition	60
10325	Review, Demonstration, Examination	60

DIVISION OF GRAPHIC ARTS Cont.

Serigraphy

Programs:

1. Commercial and Industrial

Silkscreen Printing

6 Months

This program is designed to introduce an individual to all facets of silkscreen printing as it applies to industry. The three major areas of silkscreening will be thoroughly covered.

Upon completion of this program, one should be skilled and knowledgeable in the basic requirements for the successful operation of a silkscreen plant.

2. Silkscreen Shop Supervisor

12 Months

This program is an expansion upon the skills and knowledge of the silkscreen printer, enabling him to supervise plant production. This will involve the acquiring of technical knowledge such as troubleshooting, quality control, plant layout or setup, efficiency, etc.

This program is rounded out by a course in Personal and Human Relations. One completing this course of study will be qualified to do on the job training and function as a silkscreen supervisor.

3. Silkscreen Shop Manager

18 Months

This program is designed for individuals who are interested in preparing for a career as a silkscreen shop manager.

Persons completing this course of study will have an understanding of personnel principles and practices as well as the basic information with which to make business decisions and operate a successful shop.

COURSE NO:	COURSE TITLE:	HOURS
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First Quarter		Total Hours	300
10411	Introduction to Graphic Arts	60	
10412	Introduction to Serigraphy	60	
10413	Basic Composition and Layout	60	
10414	Basic Setup for Production	60	
10415	Applied Shop Practice I	60	

DIVISION OF GRAPHIC ARTS Cont.

Second Quarter

Total Hours 300

10421	Stencil Cutting Methods	60
10422	Film Adhering Methods	60
10423	Masking and Registration	60
10424	Printing Methods (Shop II)	60
10425	Review Demonstration, Examination	60

Third Quarter

Total Hours 300

10431	Basic Photographic Silkscreening (A) Direct Emulsion Method (B) Indirect Emulsion Method	60
10432	Camera Operation	60
10433	Applied Shop Practice III	60
10434	Inks and Printing Stocks	60
10435	Troubleshooting in Shop	60

Fourth Quarter

Total Hours 300

10441	Color in Silkscreen Printing	60
10442	Halftone Silkscreen Printing	60
10443	Applied Shop Practice IV	60
10444	Personnel and Human Relations	60
10445	Review, Demonstration, Examination	60

Fifth Quarter

Total Hours 300

10451	Business Mathematics	60
10452	Communication Skills	60
10453	Time and Motion Theory	60
10454	Correlating the Graphic Arts	60
10455	Introduction to Administration	60

Sixth Quarter

Total Hours 300

10461	Introduction to Economics	60
10462	Business Law	60
10463	Basic Accounting and Record Keeping	60
10464	Pricing and Marketing	60
10465	Review, Demonstration, Examination	60

DIVISION OF GRAPHIC ARTS Cont.

Photography

Programs:

1. Basic Photography 6 Months

This program is designed to provide an individual with a basic knowledge of photography as it would relate to taking and processing pictures. Trainees will be exposed to a general survey of photographic equipment and dark room supplies.

A person completing this course of study will be qualified to work as a sales person of photographic services, equipment and supplies. They will also be qualified to work with amateur groups such as YMCA Camera Clubs.

2. Dark Room Technician 12 Months

This program is designed to train a person in all aspects of black and white photographic processing and printing. A trainee in this course of study will learn to handle custom printing including mural sizes, as well as color processing and reversal film processing.

A person completing this course of study will be capable of performing efficiently in any dark room or laboratory situation.

3. Commercial Photography 18 Months

This program is designed to train an individual in all of the common areas of commercial photography. Instruction in this course of study will include broad areas such as reproduction photography, advertising photography, fashion photography and portrait-making.

A trainee in this course will acquire such technical and business knowledge as will be necessary to enable him to work efficiently as an independent contractor or on the staff of a photography department or agency.

COURSE NO:	COURSE TITLE:	HOURS
First Quarter		Total Hours 300
10511	Graphic Arts Survey	60
10512	Introduction to Photography	60
10513	Camera Nomenclature and Operation	60
10514	Lighting and Composition	60
10515	Basic Darkroom Procedures	60

DIVISION OF GRAPHIC ARTS Cont.

Second Quarter		Total Hours 300
10521	Survey of Equipment and Darkroom Supplies	60
10522	Advanced Camera Operation and Practice	60
10523	Situation Photography	60
10524	Introduction to Color Photography	60
10525	Review, Demonstration, Examination	60
Third Quarter		Total Hours 300
10531	Photography Chemistry	60
10532	Advanced Darkroom Procedures and Techniques	180
10533	Introduction to Color Printing	60
Fourth Quarter		Total Hours 300
10541	Advanced Darkroom Procedures and Practice	120
10542	Custom Printing	60
10543	Print Drying, Mounting and Displaying	60
10544	Review, Demonstration and Examination	60
Fifth Quarter		Total Hours 300
10551	Photo Positive Transparencies	60
10552	Photographic Journalism	60
10553	Portrait Photography	60
10554	Fashion Photography	60
10555	Advertising Photography	60
Sixth Quarter		Total Hours 300
10561	Introduction to Cinematography	60
10562	Business Law	60
10563	Marketing	60
10564	Portfolio	60
10565	Review, Demonstration, Examination	60

Division Of Building Construction

Plumbing

Programs:

1. Plumber's Helper

6 Months

This program is designed to equip an individual with a basic knowledge of plumbing. The course of study is so organized as to give a trainee the understandings and skills in a practical situation as will enable him to be comfortable with the language and tools of the trade.

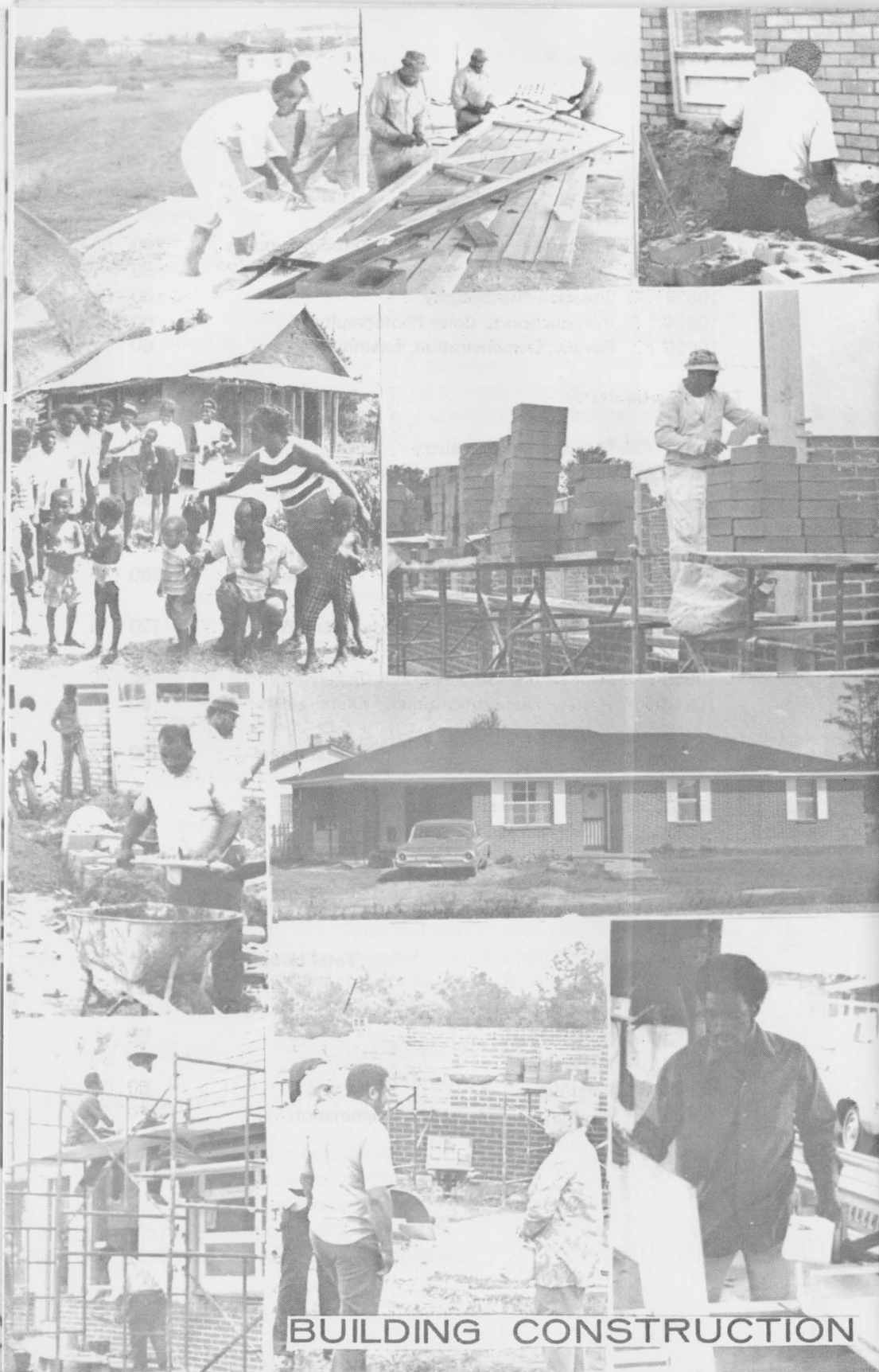
A person completing this course of study will be able to find employment as an advanced journeyman's helper.

2. Plumber

12 Months

This course of study is designed to afford to trainees a comprehensive knowledge of the plumbing trade. The skills acquired in practical exercises, and the related technical knowledge included in the program, will enable those persons completing the course of study to qualify as journeymen plumbers and advance to an independent contractor with time and experience.

COURSE NO:	COURSE TITLE:	HOURS
First Quarter		Total Hours 480
20111	Introduction to Building Construction	40
20112	Plumbing Theory I	80
20113	Basic Plumbing Tools	40
20114	Water Supply Systems and Water Lines	160
20115	Basic Communications	80
20116	Applied Mathematics	80
Second Quarter		Total Hours 480
20121	Septic Systems	80
20122	Stacks, Vents and Air Chambers	40
20123	Waste Lines	60
20124	Pipes, Fittings, Fixtures	80
20125	Practical Experience I	120
20126	Review, Demonstration, Examination	20



DIVISION OF BUILDING CONSTRUCTION Cont.

Third Quarter		Total Hours	480
20131	Plumbing Theory II	40	
20132	Codes and Standards	30	
20133	Blue Print Reading	40	
20134	Hydra and Soils	40	
20135	Prefabrication and Industrialized Plumbing	40	
20136	Practical Experience II	120	
20137	Business Mathematics	40	
Fourth Quarter		Total Hours	480
20141	Contracting and Business Law	40	
20142	Basic Accounting and Record Keeping	40	
20143	Practical Experience III	380	
20144	Review, Demonstration, Examination	20	

Bricklaying

Programs:

1. Bricklayer's Helper 6 Months

This program is designed to equip an individual with a basic knowledge of bricklaying. The course of study is so organized as to give a trainee the understandings and skills in a practical situation as will enable him to be comfortable with the language and tools of the trade.

A person completing this course of study will be able to find employment as an advanced bricklayer's helper.

2. Bricklayer 12 Months

This course of study is designed to afford to trainees a comprehensive knowledge of the bricklaying trade. The skills acquired in practical exercises, and the related technical knowledge included in the program, will enable those persons completing the course of study to qualify as journeymen bricklayers and advance to an independent contractor with time and experience.

DIVISION OF BUILDING CONSTRUCTION Cont.

COURSE NO:	COURSE TITLE:	HOURS
First Quarter		Total Hours 480
20211	Orientation	60
20212	Brick and Clay Products	60
20213	Tools and Techniques	60
20214	Wet Masonry Exercise and Project I	120
20215	Applied Mathematics	60
20236	Communications	60
20217	Human Relations	60
Second Quarter		Total Hours 480
20221	Foundation Lay-out and Construction	60
20222	Blue Print Reading	60
20223	Quantity Estimate	60
20224	Applied Mathematics	60
20225	Wet Masonry Exercise and Project II	60
20226	Practical Experience I	160
20227	Review, Demonstration, Examination	20
Third Quarter		Total Hours 480
20231	Waterproofing	60
20232	Industrialized Construction	80
20233	Blue Print Reading and Practical Design	60
20234	Practical Experience II	280
Fourth Quarter		Total Hours 480
20241	Business Mathematics	60
20242	Contracting and Business Law	60
20243	Bookkeeping	60
20244	Practical Experience III	280
20245	Review, Demonstration, Examination	20

DIVISION OF BUILDING CONSTRUCTION Cont.

Carpentry

Programs:

1. Carpenter's Helper 6 Months

This program is designed to equip an individual with a basic knowledge of carpentry. The course of study is so organized as to give a trainee the understandings and skills in a practical situation as will enable him to be comfortable with the language and tools of the trade.

A person completing this course of study will be able to find employment as an advanced carpenter's helper.

2. Carpenter 12 Months

This course of study is designed to afford to trainees a comprehensive knowledge of the trade of carpentry. The skills acquired in practical exercises, and the related technical knowledge included in the program, will enable those persons completing the course of study to qualify as journeymen carpenters and advance to an independent contractor with time and experience.

COURSE NO:	COURSE TITLE:	HOURS
First Quarter		Total Hours 480
20311	Orientation and Introduction to Woodworking	60
20312	Tools and Process	60
20313	Foundation Layout and Construction	60
20314	Rough Framing	60
20315	Prefabrication I	60
20316	Applied Mathematics	60
20317	Communication	60
20318	Human Relations	60
Second Quarter		Total Hours 480
20321	Exterior Trim and Finish	60
20322	Basic Machine Operation	40
20323	Blue Print Reading I	40
20324	Applied Mathematics	60
20325	Practical Experience I	260
20326	Review, Demonstration, Examination	20

DIVISION OF BUILDING CONSTRUCTION Cont.

Third Quarter		Total Hours 480
20331	Prefabrication II	40
20332	Layout and Design	40
20333	Blue Print Reading II	40
20334	Interior Finish and Finishes	40
20335	Stair and Step Construction	40
20336	Interior Trim	40
20337	Cabinet Making	40
20338	Practical Experience II	200
Fourth Quarter		Total Hours 480
20341	Business Mathematics	40
20342	Industrialized Construction	40
20343	Bookkeeping	40
20344	Contracting and Business Law	40
20345	Practical Experience III	260
20346	Quantity Estimating	40
20347	Review, Demonstration, Examination	20

Electrical Wiring

Programs

1. Electrician's Helper 6 Months

This program is designed to give the individual the basic skills and knowledge necessary to work as an advanced helper to a journeyman electrician. The courses are so constructed as to give the individual a working knowledge of the trade and its language.

A person completing this course of study is qualified for employment as an electrician's helper.

2. Electrician 12 Months

This training program is designed for individuals who have a basic knowledge of the electrician's trade and who are desirous of advanced training and experience.

Trainees in this course of study will be afforded in-depth instruction in household and light commercial wiring. Courses in related technical and business subjects are included so as to enable a person completing this training program to function effectively as an independent contractor or as a crew leader in a construction company.

DIVISION OF BUILDING CONSTRUCTION Cont.

COURSE NO:	COURSE TITLE:	HOURS
First Quarter		Total Hours
		480
20411	Introduction to Building Construction	80
20412	Introduction to Electricity	80
20413	The ABC's of Wiring	80
20414	Underwriters and Codes	80
20415	Communication Skills	80
20416	Applied Mathematics	80
Second Quarter		Total Hours
		480
20421	Measurements of Electricity	60
20422	Wire Sizes and Types	60
20423	Circuit-Breakers, Fuses and Circuits	60
20424	Applied Mathematics	60
20425	Blue Print Reading I	60
20426	Practical Experience I	160
20427	Review, Demonstration and Examination	20
Third Quarter		Total Hours
		480
20431	Service Entrance	60
20432	Three Wire Systems	60
20433	Armored Cable and Conduit	60
20434	Circuits and Wiring Systems	60
20435	Blue Print Reading II	60
20436	Practical Experience II	180
Fourth Quarter		Total Hours
		480
20441	Wiring of Heavy Appliances	60
20442	Finish and Installation	40
20443	Electrical Motors	60
20444	Contracting and Business Law	60
20445	Bookkeeping	60
20446	Practical Experience III	180
20447	Review, Demonstration, Examination	20



NEEDLE TRADES

Division Of Needle Trades

Industrial Sewing

Programs:

1. Machine Operator 6 Months

This program is designed to provide an individual with sound knowledge and skill in the operation of industrial sewing machines. Through carefully supervised applied shop practices, it will be possible for a trainee to develop the confidences and efficiency necessary to meet reasonable production levels. This instruction will also include exposure to electric spreaders and cutting knives.

One completing this course of study will be qualified to work as an industrial sewing machine operator.

2. Garment Plant Supervisor 12 Months

This program is designed for those qualified industrial machine operators who desire to expand upon their acquired knowledge and skills. The instruction is so organized as to afford a trainee the opportunity to become proficient in spreading and cutting, minor machine repair as well as other related shop equipment.

One completing this course of study will be qualified to do on the job training and function as a garment shop supervisor.

3. Garment Plant Manager 18 Months

This program is designed for individuals who are interested in preparing for a career as a garment shop manager. Instruction is so organized as to give an individual the knowledge and skills necessary to perform the various functions related to production in a shop.

Persons completing this course of study will have an understanding of personnel principles and practices as well as the basic information with which to make business decisions and operate a successful plant.

LEAVE

Southern Rural Action Institute accepts the fact that at various times a trainee may require short-term leaves of absences for matters of a purely personal nature. Such absences, when found to be justifiable by the immediate instructor, will be granted if requested in advance and in writing. If this procedure is not followed, such time away from the training site will be considered an unexcused absence. Trainees should take the initiative to work out an agreement with the instructor to make up time missed during a leave of absence.

HOLIDAYS

Official holidays in the SRA Institute are the same as those observed by Southern Rural Action, Inc.

The offices of Southern Rural Action, Inc. are closed on the following holidays:

1. New Year's Day
2. Martin Luther King, Jr.'s Birthday - January 15th
3. Memorial Day
4. Independence Day - July 4th
5. Labor Day
6. Thanksgiving Day and the following Friday
7. Christmas Day and Christmas Eve, whenever practical
8. Good Friday and Easter Monday

Whenever a holiday falls on Sunday, the following Monday may be taken. Holidays falling on Saturday may be observed the Friday before the holiday. Other religious holidays may be observed by persons upon authorization.

TUITION AND FEES

The Institute has a standardized tuition and fee scale for all courses of instruction.

	6 Mos.	12 Mos.	18 Mos.
Registration (one time expense)	\$ 10.00	\$ 10.00	\$ 10.00
Tuition (\$60 per month)	360.00	720.00	1080.00
Fees (\$10 per month)	<u>60.00</u>	<u>120.00</u>	<u>180.00</u>
Totals	\$430.00	\$850.00	\$1270.00

Trainees must anticipate an additional expense for personal books and tools required for instruction.

TARDINESS AND EARLY DEPARTURE

Punctuality is an integral part of all training programs. All tardiness will be recorded and made a part of a trainee's records. Occasional tardiness of less than one half hour may be excused.

Unexcused tardiness will be totalled and treated as absences which will have to be made up. This general policy will also apply to time missed due to early departures.

CONDUCT

All trainees in the Southern Rural Action Institute are expected to maintain an attitude and standard of personal conduct as will facilitate the objectives of the Institute in general and of each trainee in particular.

Disciplinary action will be taken against those individuals who, during their training time:

1. damage, destroy or appropriate to personal use, tools, equipment or property of the Institute,
2. are found to be under the influence of alcohol, drugs or narcotics while on Institute premises,
3. violate safety rules and regulations as set forth by their instructors,

4. make false representation related to Certification, time cards or other pertinent records,
5. are insubordinate,
6. interfere with or deliberately distract from the effective training of others

These stated offenses as well as any others that place in question a trainee's seriousness of purpose will result in an action that may consist of warning, reprimand, suspension or dismissal, depending upon the seriousness of the offense involved.

REFUND POLICY

All monies paid towards fees prior to the beginning of a class may be refunded to a trainee upon the trainee's request. Trainees who are accepted into a course of training are entitled to a full refund upon notifying the Director ten (10) days before class begins.

The Institute will refund a pro rata portion of fees to trainees who officially withdraw or who are discontinued at any time prior to the completion of the course. There shall be no refund for entrance fees or for books, materials and tools issued to the trainee. There shall be no refund to trainees completing ninety (90%) per cent of the total course of instruction.

PLACEMENT SERVICE & BUSINESS DEVELOPMENT

The Institute provides a free service to its Certified graduates in helping them to find employment in the skill area for which they have been trained. The Institute, because of its unique commitment and mission to train individuals from the rural South, must assist its graduates in developing employment opportunities for themselves in their respective communities. The Institute will encourage and assist its graduates in business development in their home rural communities.

VETERANS' POLICIES

Progress records are kept current and grades are available to the student. A written record is maintained of previous education or training of the eligible person and clearly indicates that appropriate credit has been given when applicable and the training period shortened proportionately and the eligible person and the V. A. are notified. A Certificate is granted upon completion of a course indicating that training was satisfactorily completed.

Refund policy of tuition, fees, and other charges for eligible persons is on a pro-rata basis in event he fails to enter, withdraws, or is dismissed when policies regarding withdrawal are met and application for refund received. Not included are charges for books, consumed items at time of withdrawal, publications nor admission to campus activities allowed to continue after withdrawal when a separate charge has been made for such items and privileges.

Veterans' Allowances — 1 January 1973			
Months	6	12	18
<u>Full Time</u>			
Single	\$ 1320	\$ 2640	\$ 3960
1 Dep.	1566	3132	4698
2 Dep.	1788	3576	4768
3 Dep.	1896	3792	5688
Add. Dep*	108	216	288

*Dep. = Dependent

STANDARDS OF OPERATION

In business practices, advertising and operation of the Southern Rural Action Institute complies with the basic criteria as set forth in the "Guides For Private Vocational and Home Study Schools" promulgated by the Federal Trade Commission May, 1972, and in the "Guidelines and Standards for Proprietary Schools" adopted by the Georgia Board of Education, November, 1972.

VISITS TO THE SCHOOL

The Institute welcomes visitors to tour the facility during its normal hours of operation. Special arrangements must be made for groups with more than five (5) persons. Requests for tours of the facility should be made to the office of the Director.

People Say Of Southern Rural---

**Mrs. Martin Luther King, Jr., President
The Martin Luther King, Jr. Center for Social Change**

"I have been a supporter of Southern Rural for some time. I believe wholeheartedly in Southern Rural's philosophy — that of developing the rural South by establishing self-help projects so that people in the rural South can stay in their communities, find work and earn a decent livelihood. Southern Rural is concerned about improving the economic conditions of people, but it is also interested in improving the quality of living and becoming involved in helping to change those conditions."

**Mr. William Allison, Director
Economic Opportunity Atlanta**

"I have known about the program of Southern Rural Action for some years and have worked with Randy Blackwell. It is my opinion that Southern Rural has done an unbelievable job. They are operating in areas in the rural South where resources are so limited that anybody that is able to do anything has to be highly commended."

**Mr. Jake Henderson, Regional Director
Economic Development Administration**

"Southern Rural is a movement that has truly gotten into rural areas at the poverty level. The most important aspects of it is their insistence on trying to help these people to raise their economic status by their own boot straps through productive activities. It's very vital that this organization be funded to continue its work."

**Mr. Joel Jacobson, Budget Manager
Office of Economic Opportunity**

"I have probably worked with sixty or sixty-five projects over the past eight years and to be perfectly candid, I feel that Southern Rural has provided me with the greatest fulfillment. I feel that their work has been extremely dramatic in benefiting the poor, especially the rural poor. As Budget Manager for OEO I have been involved with Southern Rural—monitoring and evaluating their projects. I would hope that the Congress would be responsive to the programs of agencies like Southern Rural. I think the Administration has exhibited a negative attitude to programs like those of Southern Rural. When and if there is a change, I think SRA will be very high up on the list to be favored."

Attorney Maynard Jackson, Vice Mayor
City of Atlanta

"I am delighted to be here at this open house and to see this program expanding as it ought to. Dr. Blackwell and his staff have done an amazing job. As one who is interested in urban affairs, because I am Vice Mayor of the biggest city in Georgia, I must also be concerned with the rural problems. What happens out in the country affects the city. If the life style that people have in the rural areas is so bad that they have to leave there and come to the city we will continue to have crowded conditions. On the other hand, if SRA continues its program and continues to give help to people who live in the rural areas; decent housing, employment, economic independence through manufacturing and so forth, then we will see more people choosing to stay where they are.

"I applaud quite strongly and very happily the works of SRA. All of us in Atlanta need to join in congratulations for the work that SRA is doing.

"It would appear that SRA has made one mistake and that mistake is that they have succeeded. They have done a good job. In my opinion it is this kind of program, one that worked for black people and poor white people that is being cut out and cut back by the Nixon Administration and his 'hatchet' men. You see, I have always believed the Nixon Administration never meant anything it has said about really helping poor black people in the country. The whole thing reminds me of a song about the games people play, there is one particular verse that goes, 'There are people walking up to you, singing Glory Hallelujah, and all the while they're trying to sock it to you, in the name of the Lord.'"

Senator Leroy Johnson, State of Georgia

"Throughout the Southland SRA has been responsible for the erection of some fifteen factories in rural counties which has given skills to rural people and a new hope for a brighter life. Southern Rural is so important that it behooves all of us in Atlanta to assist the continuation of this program as much as we can."

Rev. Andrew J. Young, Congressman
The Fifth District of Georgia

"The men and women who staff Southern Rural Action, under the leadership of Dr. Randolph T. Blackwell, have annually conducted a million-dollar program on an average budget of less than \$300,000. By working for modest salaries and too often paying traditional organizational expenses out of their pockets, this loyal, dedicated group of citizens has been able to create a money flow in excess of \$60 million in the most needy parts of the rural South."

L. E. GODWIN, JR.
MAYOR

COUNCILMEN
C. L. WALTERS
TED BROWN
WM. A. CARTER, III
DAVID WISE

TOWN OF PLAINS

PLAINS, GA.
Jan. 12, 1974

Dr. Randolph Blackwell
Southern Rural Action, Inc.
1202 West Marietta St. N.W.
Atlanta, Georgia 30318

Dear Dr. Blackwell:

I would like, on behalf of the Town of Plains, to thank you and the members of your staff who have worked so diligently to help our citizens to help themselves.

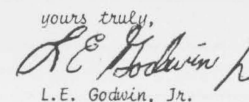
The results of Southern Rural Action efforts here are quite tangible. There is a new Community Center and a number of new homes in the area. However, more important in my opinion is the vast improvement in the attitude and the pride of our citizens both in themselves and in their Town.

It has certainly been a pleasure to work with your organization during the three years I have served as mayor. The aid given me by members of your staff has made the job much easier.

I wish you continued success in your very worth while work.

THE WHITE HOUSE
WASHINGTON

January 23, 1970

yours truly,

L.E. Godwin, Jr.

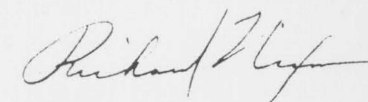
Dear Mr. Blackwell:

Your successful efforts to enrich the lives of needy families in your area have come to my attention and I want to commend you for your outstanding work. By offering on-the-job training in building construction, you have provided skills, jobs, and homes to a number of persons who had previously lacked them and have thus added pride and dignity to their lives.

I can think of no better kind of evidence than your work to support my belief that America possesses the inner strength to take up the challenges that lie ahead. It is a pleasure to congratulate you and wish you every success in the future.

With best wishes,

Sincerely,



ACCEPTED _____
CANCELLED _____
DENIED _____
WITHDRAWN _____

APPLICATION FOR ADMISSION

Southern Rural Action Institute
1202 West Marietta St., N. W.
Atlanta, Georgia 30318

For what career do you wish to prepare?

- NAME _____
- Current Mailing Address _____
STREET ADDRESS
CITY STATE ZIP
- Permanent Mailing Address: _____
(If different from Item No. 2) STREET ADDRESS
CITY STATE ZIP
- Last High School Attended: _____
School
City County State Grad. Date
- List Names of Schools or Colleges Attended Since High School.

Name of School	City and State	Dates	Graduated
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
- Are you presently attending another Institution? _____ If Yes, what will be your last term there? _____
 - Name of Institution _____
- Are you a legal resident of Georgia? Yes _____ No _____
- Do you plan to live with your parents while attending Southern Rural Action Institute?
Yes _____ No _____
- What will be your means of transportation to school? _____
- Marital Status (Check One): Single _____ Married _____ Widowed _____ Divorced _____
Number of Children _____
- Sex: Male _____ Female _____ Birthdate _____ Birthplace _____
- Social Security Number _____ Home Tele. No. _____
Area Code/
- Do you plan to receive any government assistance while attending Southern Rural Action Institute? _____ If Yes, please indicate type of assistance: _____ Veteran _____
War Orphan _____ War Widow _____ Social Security _____ Vocational Rehabilitation _____
Other (Explain) _____ (Over)

14. In the space below explain what you hope to accomplish at Southern Rural Action Institute and why you wish to enter the course of study you have chosen.

SIGNATURE OF APPLICANT _____ DATE _____