

Blunt

Public Relations Committee

6 August, 1981

DRAFT: SUGGESTED BROCHURE

FORMAT

Single sheet

Envelope-fold

Membership application attached

Appearance

---

Bright

Clean

Plenty of white space

Cost effective:-   easy to read  
                          easy to remember  
                          easy to reproduce

Message

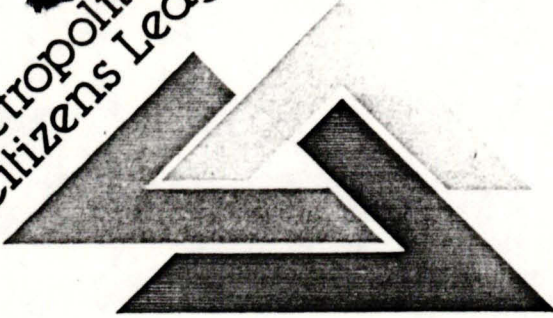
---

Simple

Brief

Effective

Metropolitan  
Citizens League



September 4, 1981

**BOARD OF DIRECTORS**

Oliver Larsen  
A. McKay Rich  
Marlene Bayless  
Carl Halvorson  
Rusty Goldy  
Robert G. Simpson  
Keith Burns  
William Moshofsky  
Ronald Cease  
Wanda Mays  
Jerry Tippins  
Jan Egger  
Philip Bogue  
Charles Kemper  
Pat Giardina  
Claris Poppert  
Robert E. Stacey, Jr.  
Melvin Peters  
Roy Schnaible, Jr.  
Dennin Ryerson  
Ned Look

Dear *Mr Poppert*

Enclosed is a draft copy of the membership brochure proposed by the Public Relations Committee for League use.

I would appreciate your comment.

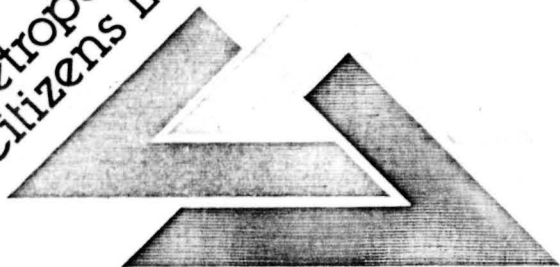
Sincerely,

*Beth Blunt*

Beth Blunt, Chairman  
Public Relations Committee

*I feel it looks very good - should stimulate some interest. CB*

Metropolitan  
Citizens League



September 4, 1981

**BOARD OF DIRECTORS**

Oliver Larsen  
A. McKay Rich  
Marlene Bayless  
Carl Halvorson  
Rusty Goldy  
Robert G. Simpson  
Keith Burns  
William Moshofsky  
Ronald Cease  
Wanda Mays  
Jerry Tippins  
Jan Egger  
Philip Bogue  
Charles Kemper  
Pat Giardina  
Claris Poppert  
Robert E. Stacey, Jr.  
Melvin Peters  
Roy Schnaible, Jr.  
Dennin Ryerson  
Ned Look

Dear

Enclosed is a draft copy of the membership brochure proposed by the Public Relations Committee for League use.

I would appreciate your comment.

Sincerely,

Beth Blunt, Chairman  
Public Relations Committee

METROPOLITAN CITIZENS LEAGUE  
Public Relations Committee

*Jew*

10.20.81

To: Board of Directors, MCL  
From: Beth Blunt,  
Chairman Public Relations  
Committee

re October 14, 1981 meeting

Members present:

Jerry Tippens, Ann Picco, Bob Weil, Membership Committee,  
John Surrent, Beth Blunt.

The meeting was held at 7:30 a.m. at the Riverside West Motel dining room for the purpose of examining the brochure and to gather some general direction for the PR Committee from the standpoint of determining and hopefully coordinating the direction of those committees dealing with public consumption. Oliver Larson, who had been scheduled to represent the Program Committee was unable to attend.

The initial brochure draft, which had been examined by the Board of Directors, and returned for revision, was discussed, and weaknesses probed. Suggested revision should stress

- Independence from the City Club
- Regionalism
- Non-Alignment with METRO government or any governmental body

Remove

- Any reference to committees

Add

- Various categories of membership available

Discussion centered on the PR Committee's initial projects

Three elements emerged:

- Complete and circulate membership brochure
- Revise logo to reflect area larger than tri-county area
- Routine meetings with Program and Membership Committees, at least once per quarter for overall material discussions; and as routine requires, re luncheon, membership schedules, press releases, etc.

10.28.81

To: Bob Simpson  
From: Beth Blunt  
re: revised brochure "dummy"

Dear Bob:

Enclosed is the revised "dummy" for the brochure which I have reworked in what I felt reflected the views of the Public Relations and Membership Committees members/ participants.

There appeared to be two points to the rationale which I tried to incorporate. The Public Relations Committee suggested that we retain the original format (more white space, condensed copy, simple to read, easy to remember) because they felt that that orientation would be more effective, and more inclined to be read. The Membership Committee's "concept" session seemed to stress the need to define the differences between the MCL and other organizations (namely the City Club) engaged in similar activities.

If this meets with your satisfaction, I would like to know whether the corporation which might offer printing as their in-kind contribution should be contacted by Wanda or by me; whether there is another choice of printer, etc., since there seems to be a growing urgency about the date of availability.

S.B.

with THE METROPOLITAN CITIZENS LEAGUE

PORT OF PORTLAND + METRO + TRI-MET + CITIES + COUNTIES + the REGION

+ Until the Metropolitan Citizens League was formed in the fall of 1980, there was no regional group through which people could introduce alternatives or guide actions.

MCL is

- creating public awareness of important regional issues affecting your communities
- taking those concerns to governmental decision-makers

MCL is growing

The issues and interests that draw MCL members encompass much of the mid-Columbia region.

MCL is a non-partisan coalition of representatives from the business community, government agencies and the private sector who have organized to form a public-affairs forum that is independent and non-aligned. Everyone is welcome!

MCL members are

- developing a climate of informed opinion
- exchanging ideas on the region and its issues
- examining the political process and its decisions

PARTICIPATE...

- Serve on research committees
- Identify the options
- Make recommendations
- Heighten the impact of channeled awareness

Clip and Mail to: THE METROPOLITAN CITIZENS LEAGUE  
1912 SW 6th Avenue, Room 252  
Portland, Oregon 97201

Name \_\_\_\_\_ Phone: Business \_\_\_\_\_  
Home \_\_\_\_\_

Address \_\_\_\_\_ Zip \_\_\_\_\_

Category of Membership:

\_\_\_\_\_ Regular Membership \$25

I am Interested in Serving in the Following Capacities

Research Committees\_\_ Membership\_\_ Program Planning\_\_  
Fund Raising\_\_ Advocacy Efforts\_\_

INDIVIDUAL MEMBERSHIP: Individual members are MCL's basic strength. They provide the vitality of the organization. Individual member dues support MCL activities, its forums and issue projects. Individual members serve on committees, elect and serve as members of the Board of Directors, and meet for bi-monthly meetings.

ORGANIZATIONAL MEMBERSHIP: MCL organizational members include Benj. Franklin Savings & Loan, Chown, Inc., Cogan & Associates, Far West Federal Savings, Fred Meyer, Inc., Marx & Chase, Inc., Morgan & Shonkwiler, P.C., Mt. Hood Chemical Corp., Norcrest China Co., Oregon Lung Association, Omark Industries, PGE, Ragen, Roberts, O'Scannlain, Robertson & Neill, Standard Insurance Co., U.S. National Bank

FOLD

The Metropolitan Citizens League is a self-supporting unit capable of independent action

Members decide which problems to explore

fold line

Address Area

3 1/2"

The Metropolitan Citizens League  
1912 SW 6th Avenue, Room 252  
Portland, Oregon 97210

FLAP

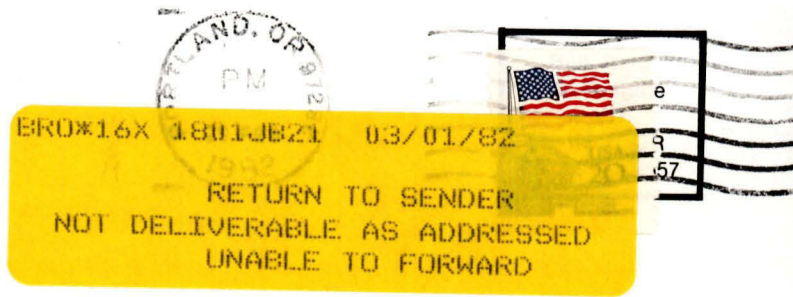
You make the difference



E9

**Metropolitan Citizens League**  
 Room 252, Ondine  
 1912 S.W. Sixth Avenue  
 Portland, Oregon 97201  
 503/229-3097

**Metropolitan Citizens League**  
 1912 S.W. 6th Ave., Room 252  
 Portland, Oregon 97201



*Walt Brock  
 16 SW Monticello Dr  
 Lake Oswego OR 97034*

**Metropolitan Citizens League**  
 1912 S.W. 6th Ave., Room 252, Portland OR 97201

## Membership Application

*Please enroll me as a member of the Metropolitan Citizens League.*

- |                            |  |               |
|----------------------------|--|---------------|
| Individual:                | <input type="checkbox"/> Regular Member .....        | \$25          |
|                            | <input type="checkbox"/> Student Member .....        | \$10          |
|                            | <input type="checkbox"/> Senior Citizen Member ..... | \$10          |
|                            | <input type="checkbox"/> Contributor .....           | \$100 or more |
| Business/<br>Organization: | <input type="checkbox"/> Contributor .....           | \$100 or more |
|                            | <input type="checkbox"/> Sustainer .....             | \$500 or more |

Name \_\_\_\_\_  
 Mailing address \_\_\_\_\_  
 City/Zip \_\_\_\_\_

Occupation \_\_\_\_\_  
 Telephone (O) \_\_\_\_\_  
 (H) \_\_\_\_\_



# METROPOLITAN CITIZENS LEAGUE

Use Of Land . . Urban Affairs . . Transportation . . Regional Services . . Government Structure & Finance

*“Research — Recommendation — Action”*

## *Metropolitan Citizens League*

- is a civic organization whose purpose is to provide a public forum where metropolitan problems are identified and solutions sought
- is open to everyone
- is organized to study regional problems, recommend solutions and take appropriate action
- organizes public meetings for discussion of regional issues

## *Metropolitan Citizens League*

- will research and make recommendations for action on:
- Transportation
  - Use of Land
  - Utility and related Services
  - Social Services
  - Economics and Environment
  - Government Structure and Finance
  - Public Safety
  - Education

## *Join The League*

- Hear discussions and debate
- Serve on a committee, study the issues, make recommendations for action
- Help shape your regional community

## *Board of Directors*

Marlene Bayless  
Philip Bogue  
Keith Burns  
Ronald Cease  
Jan Egger  
Pat Giardina  
Rusty Goldy  
Carl Halvorson  
Charles Kemper  
Oliver Larson  
Ned Look  
Wanda Mays  
William Moshofsky  
Melvin Peters  
A. McKay Rich  
Dennis Ryerson  
Roy Schnaible, Jr.  
Robert G. Simpson  
Robert E. Stacey, Jr.  
Jerry Tippens  
Bob Weil

AND USE · MASS TRANSIT · SOLID WASTE · REGIONAL GOVERN.  
THE METROPOLITAN CITIZENS LEAGUE - *Urban Services*  
ENT-PORT OF PORTLAND · ECONOMY AND TRADE · CITIES · ENERGY

**REMEMBER**

- MCL is doing something about important issues in your community
- MCL is taking your concerns to Salem *and other appropriate governments*

**REMEMBER**

- MCL members live where you live

**MCL IS GROWING**

- League members are
  - Creating a climate of informed opinion
  - Exchanging ideas on the region and its issues
  - Learning how governments function

**REMEMBER**

- MCL is a non-partisan coalition of individuals blending to form a public affairs forum that is independent and non-aligned. Everyone is welcome.

**BECOME A MEMBER**

Take an active part in the political process  
 Serve on *study and action* research committees  
 Work together  
 Get results  
 Make new friends

I'll join \_\_\_\_\_ Please send more information

I'm not able to join now, but here's my contribution \$ \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

Telephone # Home \_\_\_\_\_ Work \_\_\_\_\_

Let me know about upcoming meetings and activities

*Ray*

The Metropolitan citizens League is open to everyone  
interested in responsive government  
Citizens of voting age can be voting members

Join the Metropolitan Citizens League

- Learn about problems before they become crises
- Recognize opportunities before they are lost
  - Introduce alternatives
  - Guide the interests of your community, your region  
and your state.

The Metropolitan Citizens League is a self-supporting unit  
capable of independent action

Members decide what problems to tackle

The Metropolitan Citizens League has a broad range of  
interests

LAND USE - TAXES - ZONING - ENERGY - ENVIRONMENTAL QUALITY  
HOUSING - METRO AND THE REGIONAL GOVERNMENT

(REVERSE PRINT)  
↓

YOU MAKE A DIFFERENCE

TRANSPORTATION  
AND USE · ~~MASS TRANSIT~~ · SOLID WASTE · REGIONAL GOVERN  
THE METROPOLITAN CITIZENS LEAGUE  
ENT-PORTOFPORTLAND · ECONOMY AND TRADE · CITIES · ENERGY

REMEMBER

- MCL is doing something about important issues in your community
- MCL is taking your concerns to Salem

REMEMBER

- MCL members live where you live

MCL IS GROWING

- League members are
  - Creating a climate of informed opinion
  - Exchanging ideas on the region and its issues
  - Learning how governments function

REMEMBER

- MCL is a non-partisan coalition of individuals blending to form a public affairs forum that is independent and non-aligned. Everyone is welcome.

BECOME A MEMBER

- Take an active part in the political process
- Serve on research committees
- Work together
- Get results
- Make new friends

I'll join  Please send more information

I'm not able to join now, but here's my contribution \$ \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

Telephone # Home \_\_\_\_\_ Work \_\_\_\_\_

Let me know about upcoming meetings and activities

1. Fee?
2. Zip
3. Address. MCL

The Metropolitan citizens League is open to everyone interested in responsive government  
Citizens of voting age can be voting members

Join the Metropolitan Citizens League

- Learn about problems before they become crises
  - Recognize opportunities before they are lost
- Introduce alternatives  
Guide the interests of your community, your region and your state.

The Metropolitan Citizens League is a self-supporting unit capable of independent action

Members decide what problems to tackle

The Metropolitan Citizens League has a broad range of interests

LAND USE · TAXES · ZONING · ENERGY · ENVIRONMENTAL QUALITY  
HOUSING · METRO AND THE REGIONAL GOVERNMENT



$3\frac{1}{2}$ "



Also  
P

(REVERSE PRINT)

YOU MAKE A DIFFERENCE

Metropolitan  
Citizens League



*Sum*

**BOARD OF DIRECTORS**

- Oliver Larsen
- A. McKay Rich
- Marlene Bayless
- Carl Halvorson
- Rusty Goldy
- Robert G. Simpson
- Keith Burns
- William Moshofsky
- Ronald Cease
- Wanda Mays
- Jerry Tippins
- Jan Egger
- Philip Bogue
- Charles Kemper
- Pat Giardina
- Claris Poppert
- Robert E. Stacey, Jr.
- Melvin Peters
- Roy Schnaible, Jr.
- Dennin Ryerson
- Ned Look

The Metropolitan Citizens League is a new public service forum organized to enable citizens to have an effective voice in the events and decisions made throughout the Portland-Vancouver urban community.

Supported by membership dues, it is a nonprofit organization beholden to no one, no institution, no governmental agency, except its own membership.

In the two-state, multi-county area it represents, there are numerous public and private organizations which make decisions every day that concern all residents.

However, there has been no single force through which the citizens themselves could introduce or guide the decisions. The Metropolitan Citizens League promises to fill that void.

The League is a public affairs organization responsible to its membership for study and action on regional issues. It expects to look ahead at problems before they become crises and at opportunities before they are lost. It proposes to create a climate of informed opinion to which the community and its governmental system will respond.

By polling members and keeping in touch with the community on a broad base, the League expects to identify regional issues, form committees to examine them and offer recommendations for action to the full membership.

Participation by all segments of the community is welcome and, indeed, encouraged. Through the League, citizens can become problem solvers.

A membership application is enclosed.

Sincerely,

Robert G. Simpson, Chairman  
Board of Directors

May 15, 1981

Now that we have regional government,  
what should it do?

In our two-state, multi-county, multi-city area we have many organizations that discuss issues and make recommendations from the vantage point of one specific community or municipality..but none that

crosses the political boundaries and speaks for the citizens of the entire area. That's why the METROPOLITAN CITIZENS LEAGUE has been formed..to create a constituency for regional government in this area.

**BOARD OF DIRECTORS**

Oliver Larson  
A. McKay Rich  
Marlene Bayless  
Carl Halvorson  
Rusty Goldy  
Robert G. Simpson  
Keith Burns  
William Moshofsky  
Ronald Cease  
Wanda Mays  
Jerry Tippens  
Jan Egger  
Philip Bogue  
Charles Kemper  
Pat Giardina  
Claris Poppert  
Robert E. Stacey, Jr.  
Melvin Peters  
Roy Schnaible, Jr.  
Dennis Ryerson  
Ned Look

**The League will:**

- identify regional issues and problems;
- examine alternatives and opportunities for more efficient, economical and realistic government services;
- form committees to study issues and make recommendations for their solution;
- actively work to translate recommendations into regional policy and programs.

Active participation by all segments of the community is essential. Through the League, citizens can become problem solvers.

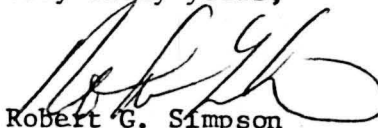
Our modest budget of \$25,000 will make it possible to attain the goals and objectives outlined. In the past few months we have built our membership to more than 100 and have formed 3 active committees - one to study transportation, one to study land use and the other to study government structure and finance.

We invite you to join us as a charter member. This is your opportunity to become part of a necessary new organization which will involve you in seeking solutions to issues affecting our entire region. We need the membership and financial support of the business community for the future success of the League.

You may become a personal, business or corporate member by completing the enclosed membership application card and sending your dues in the return envelope. We urge you to consider a membership category of \$100 or more.

Your support of the METROPOLITAN CITIZENS LEAGUE identifies you as a concerned citizen. We thank you for caring about important regional issues. We look forward to your (or your representative's) active participation in our organization.

Very truly yours,

  
Robert G. Simpson  
President

Wanda Mays  
Finance Chairman

Thank you:

Dear :

You have demonstrated your support for a citizens' organization to serve as a watchdog on regional issues through your contribution to the Metropolitan Citizens' League.

On behalf of the League, we thank you for your assistance and confidence. We would also like to commend you for your obvious understanding of the need for a forum for citizen participation on metropolitan matters.

Although there are many public agencies and private organizations in the two-state urbanized area making decisions every day concerning all who live here, there has been no single force for citizen use to direct the decisions. The Metropolitan Citizens' League, with obligations to noone other than its members, promises to provide that effective voice for the people.

We greatly appreciate your commitment, your concern and your important financial support.

Very truly yours,

Robert Simpson  
President

Wanda Mays  
Finance Chairman

This is based on the assumption these people are in a contributor category, and not members. What do you send to members? Is there some kind of membership card? Could there be a card made for contributors if they are not considered members?



Sample Follow-up Letter (Should be personalized)

Dear :

Thank you so much for meeting with me recently and allowing me to explain to you the goals and purpose of our newly formed Metropolitan Citizens' League.

I appreciated your positive response. We feel there is, indeed, a real need for such an organization to study and act on issues relating to metropolitan government. We propose to create a climate of informed opinion to which the community and its governmental system can respond.

As I mentioned in our discussion, we will operate on a very small budget, some of which will need to be raised from the business community. If you have any questions or need any additional information, please don't hesitate to call me.

I have enclosed a statement and return envelope for your convenience. Thanks again for your consideration!

~~Very truly yours or~~  
Sincerely

# METROPOLITAN CITIZENS LEAGUE

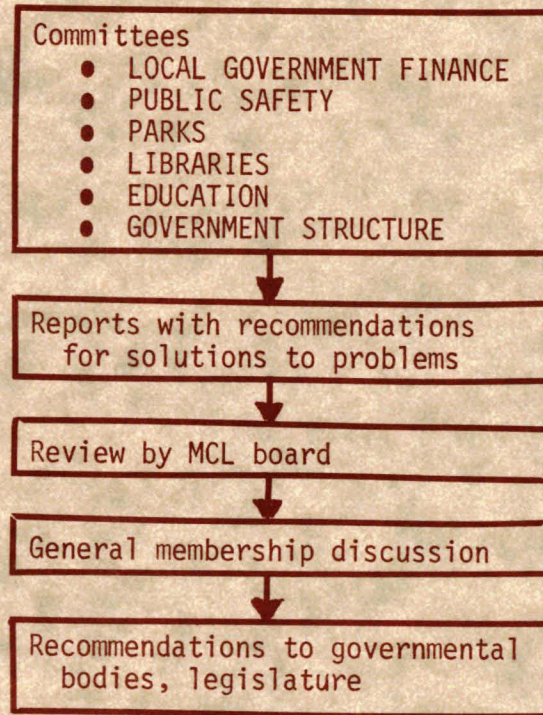
Please join us -- the active and involved members of the METROPOLITAN CITIZENS LEAGUE -- in our effort to improve the quality of life in the Portland metropolitan area.



The METROPOLITAN CITIZENS LEAGUE provides a public forum for discussion of problems affecting our region.

METROPOLITAN CITIZENS LEAGUE meetings are open to all. Luncheon meetings, held on the fourth Wednesday of each month, feature invited speakers, panel discussions, and debate on topics of regional scope. Call the METROPOLITAN CITIZENS LEAGUE office, 229-3097, to learn the location and subject of our next meeting.

How does the METROPOLITAN CITIZENS LEAGUE operate?



METROPOLITAN CITIZENS LEAGUE members participate in shaping the future of the metropolitan area through service on committees, which study issues, report to the membership, and through the membership, recommend policy and action to legislative and governing bodies.

## BOARD OF DIRECTORS

George Beard  
Philip Bogue  
Keith Burns  
Ronald Cease  
Lynn Dingler  
Jan Egger  
Muriel Goldman  
Rusty Goldy  
Carl Halvorson  
Charles Kemper  
Kenneth Martin  
William Moshofsky  
Eugene Peterson  
Burke Raymond  
A. McKay Rich  
Robert G. Simpson  
Robert E. Stacey, Jr.  
Jerry Tippens  
Robert Weil





**Metropolitan Citizens League**  
 Room 252, Ondine  
 1912 S.W. Sixth Avenue  
 Portland, Oregon 97201  
 503/229-3097

**Metropolitan Citizens League**  
 1912 S.W. 6th Ave., Room 252  
 Portland, Oregon 97201

Bulk Rate  
 U.S. Postage  
 PAID  
 Portland, OR  
 Permit No. 2557

**Metropolitan Citizens League**  
 1912 S.W. 6th Ave., Room 252, Portland OR 97201

## Membership Application

*Please enroll me as a member of the Metropolitan Citizens League.*

- Individual: \_\_\_\_\_ Regular Member ..... \$25  
 \_\_\_\_\_ Student Member ..... \$10  
 \_\_\_\_\_ Senior Citizen Member ..... \$10  
 \_\_\_\_\_ Contributor ..... \$100 or more
- Business/  
 Organization: \_\_\_\_\_ Contributor ..... \$100 or more  
 \_\_\_\_\_ Sustainer ..... \$500 or more

Name \_\_\_\_\_  
 Mailing address \_\_\_\_\_  
 City/Zip \_\_\_\_\_

Occupation \_\_\_\_\_  
 Telephone (O) \_\_\_\_\_  
 (H) \_\_\_\_\_

# METROPOLITAN CITIZENS LEAGUE

Use Of Land . . Urban Affairs . . Transportation . . Regional Services . . Government Structure & Finance

*"Research — Recommendation — Action"*

## *Metropolitan Citizens League*

- is a civic organization whose purpose is to provide a public forum where metropolitan problems are identified and solutions sought
- is open to everyone
- is organized to study regional problems, recommend solutions and take appropriate action
- organizes public meetings for discussion of regional issues

## *Metropolitan Citizens League*

will research and make recommendations for action on:

- Transportation
- Use of Land
- Utility and related Services
- Social Services
- Economics and Environment
- Government Structure and Finance
- Public Safety
- Education

## *Join The League*

- Hear discussions and debate
- Serve on a committee, study the issues, make recommendations for action
- Help shape your regional community

## *Board of Directors*

Marlene Bayless  
Philip Bogue  
Keith Burns  
Ronald Cease  
Jan Egger  
Pat Giardina  
Rusty Goldy  
Carl Halvorson  
Charles Kemper  
Oliver Larson  
Ned Look  
Wanda Mays  
William Moshofsky  
Melvin Peters  
A. McKay Rich  
Dennis Ryerson  
Roy Schnaible, Jr.  
Robert G. Simpson  
Robert E. Stacey, Jr.  
Jerry Tippens  
Bob Weil



**Metropolitan Citizens League**  
 Room 252, Ondine  
 1912 S.W. Sixth Avenue  
 Portland, Oregon 97201  
 503/229-3097

**Metropolitan Citizens League**  
 1912 S.W. 6th Ave., Room 252  
 Portland, Oregon 97201

Bulk Rate U.S. Postage PAID Portland, OR Permit No. 2557
--

**Metropolitan Citizens League**  
 1912 S.W. 6th Ave., Room 252, Portland OR 97201

## Membership Application

*Please enroll me as a member of the Metropolitan Citizens League.*

Individual:	_____ Regular Member .....	\$25
	_____ Student Member .....	\$10
	_____ Senior Citizen Member .....	\$10
	_____ Contributor .....	\$100 or more
Business/ Organization:	_____ Contributor .....	\$100 or more
	_____ Sustainer .....	\$500 or more

Name \_\_\_\_\_  
 Mailing address \_\_\_\_\_  
 City/Zip \_\_\_\_\_

Occupation \_\_\_\_\_  
 Telephone (O) \_\_\_\_\_  
 (H) \_\_\_\_\_