Mass communications media tell everybody what a few people have to say, and don't give you a chance to talk back, much less talk to each other. COMMUNITY MEMORY wants to change that. We are placing public computer terminals through which people can freely share information unmediated by censors.

Community Memory allows people with no previous computer experience to enter messages, find messages entered by others, and enter responses to what they see. Messages are cross-indexed to related subjects to help people make connections.
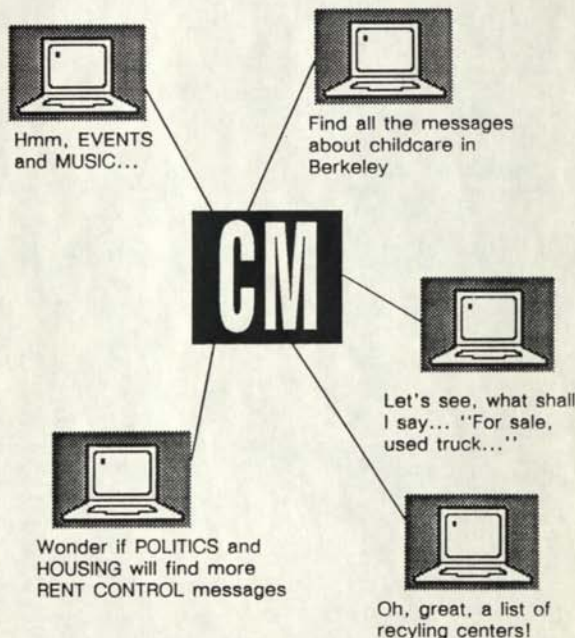
Community Memory helps people get in touch with one another. You can use it to find housing, childcare, or people to play softball with. It is also a forum for expressing your views on subjects ranging from local politics to science fiction.

The Community Memory Project is a non-profit corporation interested in the social impacts of computer technology. We have been in existence since 1976, and have been operating a small prototype of Community Memory in Berkeley with five terminals since 1984.

The Community Memory Project is happy to announce that we are expanding. We will be adding a number of new terminals and new features to the existing system. We welcome your ideas concerning this expansion. How could the system best meet your needs? What are the best locations for terminals in your community?

Community Memory

- ● **Read and Add Messages**
- ● **Make a connection**
- ● **Share your ideas**

Hmm, EVENTS and MUSIC...

Find all the messages about childcare in Berkeley

CM

Let's see, what shall I say... ''For sale, used truck...''

Wonder if POLITICS and HOUSING will find more RENT CONTROL messages

Oh, great, a list of recyling centers!

For more information or to subscribe to our newsletter call (415) 841-1114 or write us at:

The Community Memory Project
2617 San Pablo Ave.
Berkeley, CA 94702

WHAT IS COMMUNITY MEMORY?

This computer terminal is part of the COMMUNITY MEMORY system. This terminal and two other terminals are connected to a computer located in a warehouse in West Berkeley. The computer is programmed to store messages that people type in at the terminals. It cross-indexes the messages by subject matter, and will display all of the messages on a given subject on request.

WHAT IS IT GOOD FOR?

Community Memory can help people get in touch with one another. For example, you can use it to find someone to buy your car, or to find people to play softball with. It is also a forum for expressing your views, and for acquainting yourself with the views of others. We hope that Community Memory will become an important archive of community history and a constantly updated directory to local resources.

HOW DID IT GET HERE?

The system was developed and installed by The Community Memory Project, a group of people concerned about the social impacts of computers and communications technology. We believe that people can use computer technology to create an alternative to the highly centralized information delivery by the mass communications media, which tell everybody what a few people have to say, and don't give you a chance to talk back, or to talk to each other.

Large corporations are now planning and developing public information systems, but they are designed to sell goods and services rather than to encourage communication. In fact, they deliberately blur the distinction between advertising and information.

We want to counteract this powerful and dangerous trend. That's why we donated the time and money to create this demonstration of a decentralized, community-controlled communications system.

WHAT HAPPENS NOW?

Over the next few months, we'll be evaluating and improving the system and forming a local organization to operate and maintain it. We'll also be contacting interested groups in other cities, and providing them with technical and organizational assistance.

WHO PAYS FOR IT?

The Community Memory Project is a non-profit organization. It is now seeking donations to support this pilot system for the first few months. Coin boxes will be attached to the terminals in order to test various ways of charging for system use. We will seek sponsors in the community in order to raise the funds for further expansion.

When we have more terminals operating, the Community Memory system will be self-supporting. But we need funds to get it started and pay for its development.

HOW YOU CAN HELP

We need many volunteers to help on the Project. If you would like to work with us, give us a call at (415) 841-1114. In any event, please try the Community Memory and let us know what you think about it. Tell your friends!

For a future on our own terms,

The Community Memory Project

written by Carl

The Community Memory Project

2617 San Pablo Avenue, Berkeley, California 94702   (415) 841-1114

A powerful information tool has been operating in Berkeley for over a year, and we'd like to help you learn how to use it more effectively. The Community Memory Project has installed three terminals which act as computerized bulletin boards, and we'll be installing more soon.

Our goal is to provide an easy-to-use, cheap, and available tool that will help the community organize itself. As a major part of that effort, we want to see groups such as yours providing information, answering questions, and keeping in touch with community events and issues.

Community Memory terminals are located at La Pena's Cafe Violeta, the Telegraph Avenue Co-op, and Whole Earth Access. These three terminals are used more than 200 hours each month, and over 10,000 messages are read every month. The terminal we've just installed at the Shattuck Co-op is already in use several hours a day. If we work together to increase the quality of the information in the data base, we'll see even greater use of the terminals.

Your group could be using Community Memory to:

- get the word out
- advertise your services
- provide community information
- start and participate in debates
- learn about community opinion on issues
- answer questions in your field of expertise

Want to know more?

We're having workshops aimed at non-profit users.

We have a roving terminal we can loan you.

We have a newsletter we can send you.

Workshop dates:

Tuesday, March 11, 3 pm

Wednesday, March 12, 3 pm and 7 pm

Saturday, March 15, 10:30 am

Thursday, March 20, 3 pm and 7 pm

The workshops will be held at Community Memory, 2617 San Pablo (near Parker). They will last about 1 1/2 hours. We'll show you how to use Community Memory, and give you suggestions on how to get your message across. Attendance is limited. Please use the form enclosed, or call us at 841-1114 to reserve a space.

PEOPLE

Free Speech Goes Hi-Tech

A computer bulletin board for people without computers

BY JERRY CARROLL

* RONNIE IS A JERK
* NŪKE THE WHALES
* SWEET GUY WANTS TO MEET NICE GIRL

BY WILLIAM COME

In times past, when people still communicated face to face, the cracker barrel was the place where you swapped gossip, traded jokes, took care of business — even ventured into the deep waters of philosophy if there was time to kill.

Technology has long since freed people from the need to actually be in somebody's presence to say something to them. Words, the weighty and the inconsequential alike, now bounce off satellites, crossing oceans and continents in a twinkling.

But one of the prices paid for this liberation has been the growing isolation of the individual. Although he is plugged into an increasingly complex communication web, the resulting information glut doesn't always translate into greater understanding.

Now a group of Berkeley intellectuals thinks it's time the new technology itself is harnessed to try to recreate a modern version of that uninhibited old atmosphere, where people could say whatever popped into their heads.

The result is the Community Memory Project, a system of terminals hooked up to a central computer where people can advertise their wares, spin tales, crack jokes, write poetry, discuss ideas, make announcements, organize themselves and trade information on any subject under the sun without anybody else acting as a censor.

It's different from the increasingly popular networks that link home computer users via telephone lines. This one's for people who don't have home computers and need not be computer literate. And since it's in Berkeley, the messages are often less prosaic than those of the average computer bulletin board.

The group's four terminals handle about a thousand entries a week across a broad range of categories. Purged once a month, the entries run the gamut from sober announcement to pseudo-profound musing.

"Reality fabric is a myth," reads one now in the system. "The past is gone, the future hasn't begun, and the present is fast disappearing ... Feel the waves bear you over a powerless sea. Peer deep into its depths and see if you find meaning. If meaning is created, then it is."

Reading it, Lee Felsenstein, the main driving force behind Community Memory, smiled. "Only in Berkeley," he said.

"Community Memory can be used as a community filing cabinet, a continuously available conversation on any topic whatsoever, a place for people with common interests to find each other, a tool for collective thinking, planning, organizing and fantasizing," according to the news-
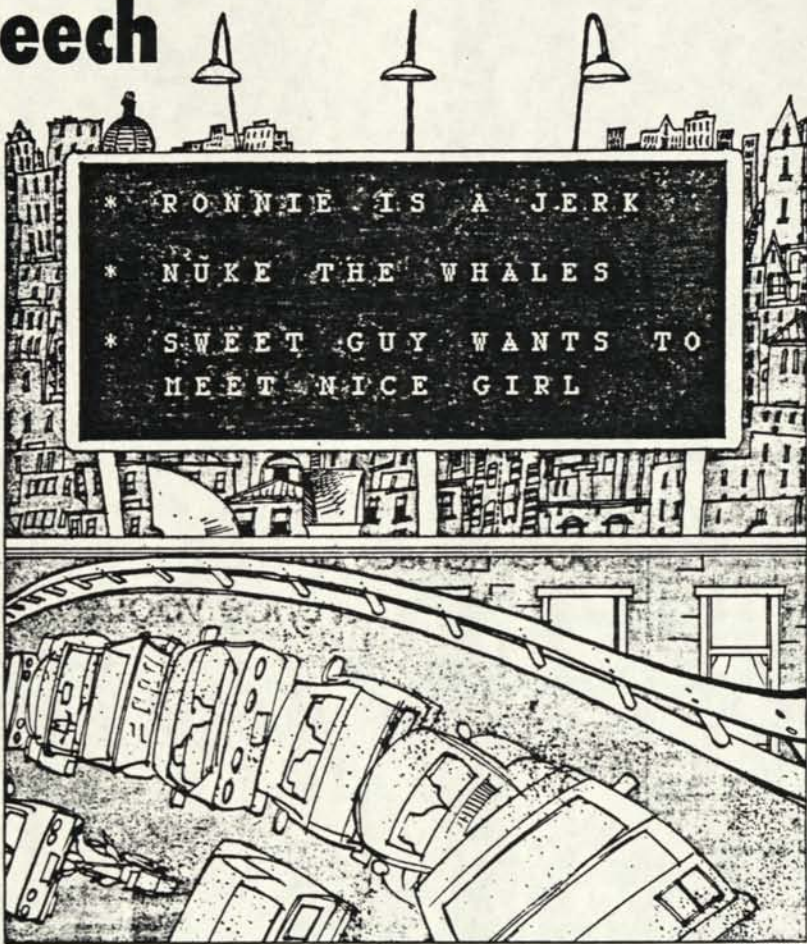
Some Berkeley intellectuals are harnessing technology to recreate the days when people philosophized around the cracker barrel

letter the organizers put out whenever someone gets around to it.

Felsenstein, the designer of the Osborne computer, says, "This is my No. 1 career, what I want to leave behind." His job, as distinguished from career, is running a contract electronic design firm.

So far, the network is confined to four terminals in Berkeley: at La Pena Cultural Center's cafe, the Whole Earth Access and Telegraph Avenue Co-op stores during business hours; at Memory headquarters by appointment. But Felsenstein and the dozen other people involved in the project see it spreading across the country in time.

Right now, the system is being supported by donations and volunteer labor, but Felsenstein says it soon will be self-supporting through coin boxes attached to the terminals. A nickle or a dime will buy a minute of access.

The group calculates it will cost $60,000 to set up a similar system elsewhere and keep it going until it is self-supporting. "We will license the technology if people agree to abide by our constitution," said Felsenstein. One requirement is that any new system be run on a non-profit basis.

The Community Memory people see its operation as a small way to counteract the increasing centralization of media in the United States, a development it views as politically unhealthy. "The reason the French have a lousy telephone system is because the government has always considered it a political threat," said Karen Paulsell of Community Memory.

Felsenstein remembers growing up in Philadelphia reading a Jewish newspaper filled with page after page of short paragraphs of gossip. "Now the community newspapers are full of boilerplate," he

lamented.

A veteran of the anarchic old Berkeley Barb, one of the most creative of the underground newspapers that flourished in the 1960s, Felsenstein left it when it fell into political sloganeering, what he calls its "wall poster" stage. He got involved in community switchboards, then developed an interest in computers.

"A few of us were involved in Resource 1 in San Francisco at 10th and Howard. That had spun off the San Francisco Switchboard that was taken over by a group of computer types who left the university at the time of Cambodia."

The group acquired a huge old computer and tried to figure a way to yoke it to the switchboard movement. By the time they had a handle on the problem, however, the switchboards had pretty much disappeared. "We shut down in January of 1975," Felsenstein said. "Ten years later, we finally started up again."

In contrast to the old computer, which needed 23 tons of air conditioner to cool it and cost $250,000 new, Community Memory has a portable Plexis P-35 with far more memory. It cost only $30,000.

Community Memory intends to keep its system off limits to other computers. It would defeat the purpose, its organizers feel, if people did not have to leave their homes to use the system.

"We want the terminals to be like what public houses are in England," Felsenstein said.

Announcing: Rover

Whatever your particular specialty, you probably have a lot of information at your fingertips that you are trying to make available to the community. The Community Memory Project wants to make it easier for non-profit groups in the Bay Area to put this reference material into the Community Memory data base.

We're now ready to bring **Rover**, our roving Community Memory terminal to your office. You'll be able to type information directly into the data base, while your your files and Roladex are handy.

Computer shy? Don't worry! Community Memory was designed to be easy to use, and people who've never used a computer before have successfully put their messages on our public terminals. And we'll spend time with you, if needed, so that you'll feel comfortable with the computer.

What do you have to do?

Call us, and we'll make an appointment. Someone from Community Memory will bring the terminal to your office, and will set it up and help you get started. And we'll pick up the terminal when you're done. All you'll need is your telephone; we'll bring the equipment to hook the terminal up to the phone lines.

The Community Memory Project
2617 San Pablo
Berkeley, CA 94702
(415) 841-1114

I want to come to the Community Memory workshop on:

____Tues. March 11, 3 pm   ____Sat. March 15, 10:30 pm
____Wed. March 12, 3 pm   ____Thurs. March 20, 3 pm
____Wed. March 12, 7 pm   ____Thurs. March 20, 7 pm

____ I can't come, but please send me your newsletter.

____ Keep us on your mailing list for future events.

Name _____

Organization _____

Address _____

_____

Phone: _____

The Community Memory Project
2617 San Pablo Avenue
Berkeley, CA 94702

Community Memory Project

For more information:
Karen Paulsell (415) 841-1114
Mimi Montgomery (415) 486-8344

Community Memory and the Electronic Cafe

The opening of the Electronic Cafe marks the first appearance of the Community Memory system outside the San Francisco Bay Area. Simultaneously, the first permanent Community Memory network is being installed in Berkeley, culminating several years of experimentation and software development.

Anyone who can read can use a Community Memory terminal to add a message to the Community Memory, or to look at other people's messages. Users can select messages either by scanning a list of titles, or by typing index words so that the computer displays only the messages on a specific topic.

The Community Memory systems at the Electronic Cafe and in Berkeley were developed and installed by the Community Memory Project, a non-profit organization exploring the social impacts of computers and communications technology.

The Commmunity Memory system is designed to demonstrate the potential of high technology to facilitate person-to-person communication, in contrast to the highly centralized information delivery traditionally offered by the mass communications media. It's a computer technology with people's needs, rather than their pocketbooks, as its main focus.

Like traditional bulletin boards and microcomputer bulletin boards, Community Memory can be used as a tool for linking people, an open forum for exchange of ideas and opinions, and an index to people's needs, interests, and the resources they are willing to share with the community.

Unlike other bulletin boards, Community Memory has unlimited categories, lets people search for several categories at once, has public terminals so everyone can use it, and contains only information which comes from the people who use it.

The first Community Memory terminals to be part of a permanent Community Memory system are in Berkeley, California. Terminals are located at the Whole Earth Access

*Community Memory is a service mark of the Community Memory Project, a California corporation.

916 Parker Street, Berkeley California 94710   (415) 841-1114

store; La Pena, a Latino community center and restaurant; and the Telegraph Avenue Co-op grocery store. Other sites are planned as funding is obtained.

People are using Community Memory to sell and buy cars, to look for housing, to advertise their projects, to publish their poetry, and to make political statements.

The Community Memory system that is part of the Electronic Cafe will probably be used for many of the same things. In addition, it will play the role of the scribe for the Electronic Cafe, providing an archive of the events and people who have used the rest of Electronic Cafe's communications panoply. A special link is being designed between the Electronic Cafe videodisc and Community Memory so that people who have stored their video images can use Community Memory to describe and index their sets of images.

Unfortunately, the Electronic Cafe will last only a few short weeks. For that period, people in Los Angeles will have access to the kind of advanced technology that is rarely seen outside corporate offices. Of all the technology in the Electronic Cafe smorgasbord, only Community Memory is designed to be permanently used in a community setting. With sufficient support and funding from communities in Los Angeles, Community Memory could remain, and grow into a system serving many Los Angeles neighborhoods. It could eventually be linked into a network including the Berkeley Community Memory system, and systems in other cities.

The Community Memory Project hopes that the Electronic Cafe will draw attention to the communication and information needs of neighborhoods, community organizations, and individual people. Using communications tools like those in the Electronic Cafe, community groups and local governments can implement communications and information systems that would allow people to meet each others' needs.

Community Memory would like to express its gratitude to Plexus Computer for its longstanding support, and particularly for making a Plexus computer available for the duration of the Electronic Cafe. Community Memory also thanks Golemics, a Plexus OEM, for its coordination of the details in the arrangement.

Community Memory

A public access information and resource exchange

The Community Memory Project is a California non-profit corporation, dedicated to studying and promoting the use of new technology in community development. We developed a unique model for a community-based information utility, designed from the ground up as a tool for full participation. Full participation means removing economic, educational, and cultural barriers to the use of the system, and allowing each user full expression. We have named this model Community Memory. Our commitments include:

Insuring all members of the community are able to participate by providing public access to the Community Memory network: All of our terminals are in public locations such as libraries, senior centers, and laundromats. Users may access information at the terminals for free, and contribute their own messages for a mere 25¢. Therefore, use is not limited to only those who own terminals and modems.

Extending anonymity to all who publish their views and ideas: Authors can write messages using their real names or pseudonyms. All author names are password protected, therefore all messages are the property of their authors. Authors are free to edit or erase their messages at a later date.

Providing users the opportunity to respond to all information found on the network: This gives rise to the fullest range of expressions and viewpoints on any subject.

Providing access without requiring registration or subscription: The system is designed for casual, "drop in" use. People use Community Memory on an "as needed" basis. This contrasts with the subscription approach of most on-line information systems.
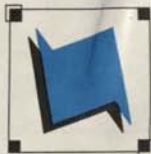
Making telecommunications tools elegant in their simplicity and usability: Community Memory has a simple, intuitive, visual interface. People can operate the terminals without prior computer experience. Community Memory is designed as a database, so that information on any subject from a wide variety of contributors can be located quickly. Expiration dates on messages can be designated by the authors.

Leveraging technology to maximize utility while minimizing costs and resources: A workstation/server architecture using local intelligence to handle all user interface functions delivers a high quality user interface at a low per-user cost. Community Memory software supports two to five times the number of users as conventional architectures running on the same hardware. The user interface is stored as part of the database, and multiple simultaneous interfaces are supported. This feature can be used to provide the interface in a number of languages, or to customize versions for particular applications. Indexing systems for different interest areas are also independently customizable.

2617 San Pablo Avenue, Berkeley, California 94702   415-841-1114

Community Memory

A public access information and resource exchange

THE COMMUNITY MEMORY PROJECT

Our purpose is to bring together local people and groups to share
information and resources, and to discuss critical issues affecting
our community. Through the use of an electronic bulletin board with
ten public access computer sites in Berkeley, the Community Memory
Project both encourages and facilitates dialogue, information-sharing
and constituency-building.

Community Memory's unique design demands that users behave, not simply
as information consumers, but as active participants and builders of
an information exchange. Anyone can read or write messages about any
subject they choose. 2000 people each month use Community Memory to
meet each other, share ideas and inspirations, exchange goods and
services, argue, gossip, debate and support each other.

WHAT IS EVERYBODY TALKING ABOUT?

Community Memory currently includes 61 on-line forums, ranging from
job listings to discussions of local issues to jokes. Seventeen of
these forums are hosted by community agencies.

An additional 68 community groups use Community Memory to announce
meetings, publicize events, promote services, recruit new members, find
volunteers, advertise for staff, and assist in community organizing. In
addition, 79 small businesses use the system to promote their services, or,
occasionally, to find new employees.

Uses of Community Memory are as diverse as the system's participants:

The following examples suggest the flavor of the Community Memory
on-line community.

o The City Clerk provides the City Council Agenda and Calendar of the
  Day.

o Homeless participants use the system to find services, jobs, and
  places to live.

o The City's cable television consultant responded personally to
  queries and comments from local cable subscribers as part of her
  community needs assessment.

o Political alerts about the tuna boycott, Redwood Summer, the B-1
  bomber, Operation Rescue and other issues are listed.

o Local poets publish verse about a range of themes and in a number of
  styles.

o A group of veterans and other volunteers are creating an
  Alameda County Veteran's Memorial, listing all Alameda
  County military personnel killed in twentieth century wars.

o The City Personnel Department lists monthly job listings.

o Magick forum participants, who dicussed the link between social action
  and individual transformation, held a summer soltice celebration as
  a result of their on-line friendship.

o Jokes often have a Berkeley slant or deal with up-to-the-minute issues.

o Requests in the Dining Out forum for recipes resulted in the
  creation of a recipes and cooking forum.

o An Ecology Center Board Member fielded questions about Berkeley's
  recyling program.

o Current "hot topics" include an analysis of the rise of racist
  hate crimes in the East Bay, dialogue about the animal rights
  movement, debate as to whether buying crystals is bad for the
  environment, conversation about the nature of community, and
  dialogue about whether women and men communicate differently.

A complete list of sites and forums is included in our brochure.
For additional information, please contact us at the Community Memory
Project, 2617 San Pablo Avenue, Berkeley, CA 94702, (415) 841-1114

11/90

Proposed Publicity Strategy for the Community Memory Project

—First Draft—

Developed by Jennifer Carole

(415) 550-0441

Attached are copies of:

    I.   An Overview of Goals and Objectives;

    II. A Task Overview; and

    III. A Calendar

There are a few points that need to be considered when reviewing the following materials:

1. This is presented in a draft form. I am relying heavily on the group for direction, suggestions, etc. Please criticize!

2. The goals and objectives were developed and expanded based upon CMP's existing brainstorming effort.

3. I have attempted to put these in priority order. Some of these things have to happen before other things can happen.

4. I have not specified a timeline—yet. I need some direction from the group on priorities, perceptions, etc. Hopefully, we can nail down a rough timeline tonight.

5. The most important issues that arise when considering all of this information, is the need for continuity, consistency, and accessibility.

6. Finally, the hours that I have estimated for each task, is just that— an estimate. Many of these tasks will overlap and benefit each other. Also, I am doing some press work for Media Alliance, so media time may be cut in half.

<div align="center">

Overview of Goals and Objectives

—First Draft—

</div>

Purpose: To establish an integrated publicity strategy based upon the installation of new terminals this fall; including the creation and development of an "image campaign" for the Project.

Publicity Goal #1:   To present a consistent visual image to the public.

Objectives:

1. Define and approve a logo.

    Research and then bring to camera-ready the agreed upon logo design.

2. Create publicity materials and have them ready for distribution.

    Design a brochure, a direct mail package for buyers, business cards and stationary, signage, and evaluate the current newsletter design. Concurrently, establish a style manual that dictates how each of these items are to be used.

3. Develop "fun" image pieces to use for staff, volunteers, as giveaways, and to sell.

    Find a volunteer artist to create t-shirts, bumperstickers, and buttons.

Publicity Goal #2:   To (re)educate the local community about the Community Memory project.

Objectives:

1. Gain access to local media.

    This will be done via a series of press releases and a press event. Local reporters will be encouraged to come to a terminal site and use the computer.

2. Gain access to non-mainstream media.

    Identify local publications that are sympathetic and interested in CMP. Look for new angles that will interest editors.

3. Create a consistent stream of information about CMP.

Get the newsletter into the hands of anyone and everyone that will take it. Develop a comprehensive mailing list.

4. Construct an outreach program aimed at informing local groups about CMP.

    Send speakers and enthusiasts to local groups to speak about the project. Also, invite groups to meet at a terminal location and demonstrate how Community Memory works.

5. Use alliances to help inform public about CMP.

    Identify potential and existing alliances. Establish a relationship and educate them on the benefits of CMP. Get information into their newsletters.

Publicity Goal #3: To expand current user base by ?? percent.

Objectives:

1. Integrate terminal services with everyday needs of the local community.

    Identify resources used heavily by local community and arrange to have them put on the system.

2. Develop a "talk to a friend" or similar user campaign - encouraging linking between individuals.

    Possibly create a game, controversy, or "chain letter" that will tease people into using Community Memory.

3. Create a promotion aimed specifically at group members.

    Give out "tokens" to encourage use. Set-up a group "database" or similarly individualized service.

4. Eliminate excuses used by non-users.

    Identify common reasons for not using CM. Determine methods for eliminating the excuses.

Publicity Goal #4: To create a volunteer base that will serve as educators and forum hosts.

Objectives:

1. Identify potential volunteer base.

Contact UC Berkeley internship office, departments, clubs, dorms, and other organizations to smoke out volunteers. Use community group alliances to publicize need. Publish vol. request in community service pages of local paper.

2. Hire, enlist or otherwise find a Volunteer Coordinator.

One person responsible for "caring" for volunteers. Must be accessible, enthusiastic, and consistent.

3. Develop incentives for volunteers.

Get t-shirts printed and distribute to vols. Plan a bi-weekly volunteer meeting and share information with them that will give them a sense of belonging and importance. Plan special lectures for the super-interested.

Publicity Goal #5: To create interest on a national level that will make communities want to learn more about CMP.

Objectives:

1. Gain national media attention.

Contact national media directly.

2. Direct mail campaign.

Identify, on a national level, groups that would support CM and *CM News again?* send them information about the project.

3. Gain heavyweight support.

Consider forming an alliance with a Washington based consumer group. Evaluate potential alliances with an established forum.

Task Overview
—First Draft—

Task: Image Design - 85 hours
1. Logo - 25 hours
    a. research
    b. three solutions
    c. make a decision
    d. prepare camera-ready art
    e. make stats of the art for distribution and use
2. All other art: for each item, the process is as follows: prepare a solution, refine the solution, prepare camera-ready art, and send to print. Items:
    a. business cards and stationary - 10 hours
    b. brochure - 10 hours
    c. signage - contract
    d. evaluate newsletter design/PR capabilities - 15 hours
    e. direct mail package for interested buyers - 15 hours
3. T-shirts, bumperstickers, and buttons - 10 hours
    a. find a volunteer artist
    b. prepare camera ready art
    c. print
    d. distribution/sales

Task: Develop Alliances - 45 hours
1. Identify potential alliances - 15 hours
2. Contact potential alliances and assess possible information integration with CM - 15 hours
3. Get into alliance newsletters - 10 hours
4. Consider National alliances - possibly a national consumer group - 5 hours
5. Technical Press

Task: Mailing List - 35 hours
1. Develop a reasonable local mailing list for the mainstream: - 10 hours
    a. press
    b. radio
    c. magazines
2. Develop a reasonable mailing list for the mainstream national: - 10 hours
    a. press
    b. magazines
    c. syndicated radio
3. Develop a mailing list for the non-mainstream: - 15 hours
    a. press
    b. magazines
    c. newsletters

Task: Volunteers - 70 hours
1. Recruitment - 20 hours
    a. determine potential markets for getting volunteers
    b. contact these markets
    c. prepare an information package for potential volunteers
2. Management - 10 hours
    a. identify a contact for volunteers at CMP (a volunteer coordinator)
    b. develop a tracking system for managing volunteers

3. Development - 10 hours
   a. determining what training is needed for all volunteers
   b. continual evaluation of volunteers - strengths and weaknesses
   c. consider a monthly or bi-weekly meeting aimed giving vols. a forum for sharing problems, questions, successes, etc.
4. Incentive - 15 hours
   a. give volunteers a t-shirt, button, and other things as a thank you
   b. plan meetings and in-service training sessions for vols.
   c. devise special lectures or other incentives for "red hot" vols.
5. Communication - 15 hours
   a. create a newsletter or other means of communicating with volunteers
   b. consider a "help line" for volunteers that they can rely on for assistance when they are in the field
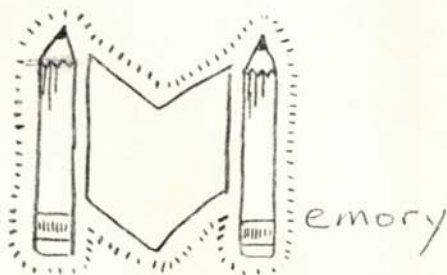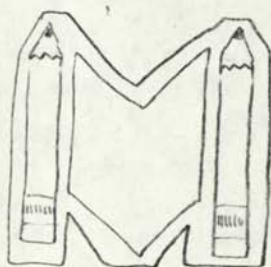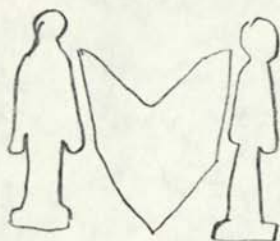
Task: Outreach/Promotion - 70 hours
1. Outreach Program - 20 hours
   a. develop speaker base
   b. develop a structured presentation program
2. Programs - 30 hours
   a. site "tours"
   b. token giveaway
   c. small group database
   d. chain letters
   e. games
   f. coupons
3. Site Facilitators - 5 hours
   a. identify volunteers
   b. plant them at sites
4. Creating new "angles" on the same story - 15 hours
   a. integrate handicapped groups
   b. integrate children
   c. integrate the elderly
   d. generally look for a gimmick

Task: Press Liaison - 35+ hours
1. Contacting the press/follow-up press releases - 10+ hours
2. Scheduling radio interviews - 2 hours
3. Press event planning: - 25+ hours
   a. invitations
   b. follow-up
   c. details of event (refreshments, space requirements)
   d. prepare volunteers and other speakers
   e. prepare press packets
4. Nailing down available contacts - n/a

Task: Evaluation - many hours
1. Measuring user base.
2. Getting feedback on CM from users.
   How can we use the computer to measure #1 and #2? A survey on the system? Can we track our users?
3. Measuring publication success of press campaign.
   Strictly an article count.
4. Gauging name recognition and community perception.
5. Measuring effectiveness of alliances.

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Community Memory

A public access information and resource exchange

COMMUNITY MEMORY is a unique model for an information utility, designed from the ground up as a tool for full participation. Full participation means removing economic, educational, and cultural barriers to the use of the system, and allowing each user full expression. We achieve these goals with a carefully constructed combination of features:

- support for publicly-located, coin operated terminals. Use is not limited to those who own terminals and modems.

- a simple, intuitive, visual user interface. People can operate Community Memory without prior computer experience.

- full integration of messaging and databases. Community Memory is a two-way, many-to-many communications tool. Unlike most conferencing systems, Community Memory is designed as a database, so that information on any subject from a wide variety of contributors can be located quickly.

- orientation to casual, "drop in" use. The database orientation, public terminals, and absence of registration requirements let anyone use the system on an "as needed" basis. This contrasts with the subscription approach of most on-line information systems.

- customizable & multi-lingual interfaces. Community Memory's user interface is stored as part of the database, and multiple simultaneous interfaces are supported. This feature can be used to provide the interface in a number of languages, or to customize versions for particular applications. Indexing systems for different interest areas are also independently customizable.

- cost-effective architecture. A workstation/server architecture using local intelligence to handle all user interface functions delivers a high quality user interface at a low per-user cost. Community Memory software supports two to five times the number of users as conventional architectures running on the same hardware.

THE COMMUNITY MEMORY PROJECT is a California

non-profit corporation, dedicated to studying and promoting the use of new technology in community development. The current system is the result of eleven years of research and development, including a four year public trial. Public operation of the new system will begin in Berkeley in July 1989.

The Community Memory Project is also working in partnership with various groups to establish networks in other settings based on this technology. These include institutional systems, subscription dial-in systems, and city-wide systems both in the U.S. and abroad. Please contact us for further information, or to inquire about a particular application.

2617 San Pablo Avenue, Berkeley, California 94702   415-841-1114

Community Memory

A public access information and resource exchange

The long-heralded explosion of advanced telecommunications services is happening all around us. At best, it is **a lopsided revolution**. Vast business and government networks transport data, voice conversation and video images globally, on-line databases provide professionals with specialized information in all facets of work. Consumer services for home computer owners proliferate. Meanwhile, community and grassroots organizations often lack the resources and tools to gather, maintain, share, and disseminate the very information needed to be effective and influential within their own communities.

Disenfranchised citizens, dropout youths, un-employed and under-employed workers, and most senior citizens have little or no access to, or working knowledge of, technologies which increasingly draw the line between those who fully participate in society and those who do not. Whether the importance placed on information will in time be seen as a positive or negative development will greatly depend on the success Information Age technology has in addressing social issues and allowing popular participation.

We believe that **people are essentially village dwellers**, living best in settings where they understand the past, are part of a diverse and prosperous present, and have the opportunity to partake in the planning and shaping of the future. To accomplish this, we began designing telecommunications software tools specifically for the community setting.

Community Memory software tools:

1) Allow ready **access by anyone** in the community;
2) Are **easy to use** and comprehensible to computer novices;
3) Serve as a practical resource and as a **connection device** for people with special knowledge, talents, or interests;
4) Allow casual users to locate **specific information** quickly, easily;
5) Allow users to **contribute and index** their own messages;
6) Encourage citizens to **participate in public dialogue**;
7) Are **inexpensive** to install, administer and sustain;
8) Easily **translate into any language**, and support multi-lingual use.

Our first 'pilot' network consisted of five public terminals operated continuously from 1984 to 1988. A second-generation Community Memory is in the installation process. The first four terminals are already in place at the Berkeley Public Libraries. Ten sites will be operational by 1990.

2617 San Pablo Avenue, Berkeley, California 94702   415-841-1114

<<< COMMUNITY MEMORY >>>

A SAMPLE EXCURSION

**** INTRODUCTION ****

THE SEED OF A NATIONAL PUBLIC ACCESS INFORMATION NET WAS
PLANTED LAST AUGUST IN BERKELEY. A TELETYPE TERMINAL CONNECTED
TO THE RESOURCE ONE COMPUTER WAS PLACED IN THE LOBBY OF LEOPOLD'S
RECORDS, AND PEOPLE WERE ENCOURAGED TO USE IT AS A COMBINED
ELECTRONIC BULLETIN BOARD AND DATA STORE. IN KEEPING WITH OUR
ASPIRATIONS WE'VE NAMED THIS \COMMUNITY MEMORY\.

SINCE THEN SEVERAL THOUSAND PEOPLE HAVE DISCOVERED THE TERMINAL
AND TYPED IN MESSAGES, CLASSIFYING THEIR ITEMS THEMSELVES SO OTHER
PEOPLE CAN FIND THEM QUICKLY. THE COLLECTION, WITH OVER A THOUSAND
ACTIVE ITEMS NOW, INCLUDES EXCHANGES TRADITIONAL TO OTHER PUBLIC
MEDIA--SUCH AS BULLETIN BOARDS, CLASSIFIEDS, TELEPHONE POLES,
BATHROOM WALLS, CATALOGS, TO INDECES AND DIRECTORIES
SUCH AS PEOPLE'S YELLOW PAGES) AS WELL AS EXCHANGES AND DIALOGUES
WHICH ARE DEVELOPING THEIR OWN UNIQUE FORMS. THERE ARE CARS FOR SALE,
ROCK BANDS LOOKING FOR BASS PLAYERS, CARPENTERS LOOKING FOR
JOBS, GROUPS OFFERING COUNSELING, TENNIS PLAYERS LOOKING FOR PARTNERS,
ETC. ETC.

THIS SEED IS NOW SPROUTING INTO A NETWORK. THE LEOPOLD'S
TERMINAL HAS BEEN MOVED TO THE WHOLE EARTH ACCESS STORE. SPECIALIZED,
INDEXED LISTINGS OF PARTS OF THE DATA COLLECTION ARE BEING LEFT
WITH ORGANIZATIONS THAT FIND THEM USEFUL) A MUSIC DIRECTORY, FOR
INSTANCE, IS LEFT WEEKLY AT LEOPOLD'S. ADDITIONAL PUBLIC ACCESS
TERMINALS NOW EXIST AT OUR OFFICE IN VILLAGE DESIGN IN BERKELEY
(1645 DWIGHT WAY), AT THE MISSION AND WESTERN ADDITION BRANCH LIBRARIES
IN SAN FRANCISCO, AND ANOTHER ONE WILL SOON OPEN AS PART OF THE
ACCOUNTING STOREFRONT. FURTHERMORE, LARGE AMOUNTS OF INFORMATION
ARE BEING COLLECTED AND MADE AVAILABLE BY NACLA (NORTH AMERICAN
CONGRESS ON LATIN AMERICA) AND BY PEOPLE'S ENERGY AND VOCATIONS FOR
SOCIAL CHANGE.

#34   Service ?
#36   Gatekeeper
#72   Followmoney
#96   Energy Crisis
#99   Desperation
       message

<<< COMMUNITY MEMORY >>>

A SAMPLE EXCURSION

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Community Memory Project

EQUIPMENT and SOFTWARE

Community Memory is using a Plexus P-35 super-microcomputer. It is a Motorola 68000 based machine, with 2 megabytes of random access memory, and a 72 megabyte hard disk. The machine is currently capable of handling up to 8 terminals, and can be expanded to handle 16. Three of these terminals are located in public locations, and a fourth terminal is available for public use at Community Memory's offices.

The computer has a UNIX operating system, and the software for Community Memory is written in the C language.

The terminals which are being used are Soroc IQ-120s The keyboards have been altered, and other modifications have been made to provide video highlighting. The four terminals were donated through the Apple Computer Community Affairs Program.

The terminals are connected to the computer via leased metallic data circuits. These circuits are cheaper to operate than ordinary dial-telephone lines, and allow the use of relatively inexpensive "line-drivers" rather than acoustic modems. The MICOM line drivers also allow the Community Memory System to transmit data at higher speeds -- currently 2400 baud -- than we would be able to use on regular telephone lines.

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Community Memory Project

COMMUNITY MEMORY STAFF

Tom Athansiou has worked as a computer programmer for the Community Memory Project for six years. He has an M.A. in Social Philosophy and a B.A. in Social Ecology. He has worked as a radio producer, teacher, and ecology activist. His writings, mainly social criticism of technology, have been published in **Undercurrents, Processed World,** the **Journal of Community Communications, Working Papers, San Francisco Review of Books,** and **Radical America.**

Terre Beynart has five years experience in the computer industry, and is currently working as a technical writer. She has a degree in education for the State University of New York, Buffalo.

Sue Bloch has eight years experience in administration in non-profit community organizations, and also has done publicity work for **c/o A Journal of Alternative Human Services** and **Conversion Planner.** She has been with the Community Memory Project for two and one-half years. She has a B.A. in Psychology from the University of Michigan.

Ken Colstad is co-founder and President of the Community Memory Project. He has worked as an independent consultant in the development of biophysical and medical instrumentation. He has been involved in the formation and management of several companies involving such technologies as aquaculture, digital voice synthesis, solar energy, cryogenics, and computer software. His papers relating to computer technology have been published in the **Proceedings** of the Institute of Electrical and Electronics Engineers and in **Data Communications** magazine. Ken did graduate research work at the University of Wisconsin's McCardle Institute for Cancer Research.

Marcy Darnovsky, a technical writer, freelance journalist, and editor, has worked with the Community Memory Project for six years. She is the editor (or co-editor) of the **Journal of Community Communications,** a magazine focusing on the social and political aspects of communications technologies; and of **It's About Times,** a bimonthly antinuclear newspaper. Her published writings include **Database for the IBM PC** (forthcoming from Addison-Wesley) , and articles in **The Nation, Mother Jones, Radical America , Socialist Review** and others. She has a B.S. degree from the University of California, Berkeley.

Sandy Emerson is a technical writer and Unix consultant. Her published writings include **Business Guide to the Unix System, Database for the IBM PC** (forthcoming) and articles in **Byte, Unix Review** and **Mini-Micro Systems.** She worked in health and family planning agencies for several years; she has an M.Sc. in Health Education from the University of Toronto and a B.A. in English from Duke University. She has worked with the Community Memory Project since 1978.

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Carl Farrington has been doing programming for the Community Memory Project since 1981. His most recent work has been on the portion of the software which manages the long-term storage of messages in Community Memory. Prior to joining the project, Carl held programming and teaching positions in the Los Angeles area. He received a B.S. in Information and Computer Sciences, cum laude, with a Social Science minor, from the University of California at Irvine.

Lee Felsenstein is a co-founder of Community Memory; he was a member of Resource One where Community Memory was first developed. He has designed three personal computers: the Osborne, the Expander and the Sol and he has designed other computer equipment. He was a vice president for engineering and later research fellow at Osborne Computer. He now heads his own computer development firm. He has a BSEE from UC Berkeley.

Philip Kohn is a systems designer, with a primary interest in user interface design. He graduated magna cum laude in Applied Mathematics at Harvard, and did graduate study in Psychology at MIT for 2 years. He has had over 9 years professional experience as a programmer and designer, working at companies including Olivetti, Software Arts (Visicalc) and Bolt, Beranek and Newman (Arpanet).

Jeff Milstead has been with the Community Memory Project since 1980, when he began as a technician-trainee. He now handles equipment maintenance and repair. He is helping with the design and construction of a high-speed digital music synthesizer for the Village Design Music Project. He currently works as the purchasing agent for a Berkeley computer-design company.

Mimi Montgomery was trained in Anthropology at the University of California, Berkeley, with special emphasis and interest in communication processes, speech act analysis, understanding information flow, and urban folklore and anthropology. She's currently involved in doing anthropology work in a U.S. computer firm involved in international business. She has 20 years of business experience.

Karen Paulsell joined the Community Memory Project in Summer, 1983. She has a M.P.S. in Interactive Telecommunications from New York University. She managed the computer and teleconferencing laboratories at NYU, and administered the Atari Educational Research grant there. She is on the Steering Committee of the Union for Democratic Communications, an organization of communications scholars, producers, and activists.

Michael Rossman is a writer on social change and alternative education (**New Age Blues, On Learning and Social Change,** and **The Wedding within the War.** He currently teaches science in elementary school. He has worked with the Community Memory Project for nine years.

Community Memory Project

Community Memory had a first trial in the Bay Area in 1973-1974, when two public terminals ran for fourteen months. One terminal was located first at Leopold's Records, then at the Whole Earth Access Store; the other terminal was in the Mission Branch of the S. F. Public Library. The terminals were used extensively and creatively. Then as now, people reacted with neither fear nor loathing, but said instead, "It's about time."

That incarnation of Community Memory was operated under Resource One, Inc., which had received a large, obsolescent mainframe computer as a donation. The software for Community Memory was originally written to help volunteer information referral services share of their information. It was adapted to public use when the switchboards failed to cooperate in its ownership and use.

Even though the terminals were in use most of the time they were available, and there were close to 2,000 active messages in the system, it was decided to close down the original Community Memory for a variety of reasons:

1. it was so successful that the computer it was running on could not support further expansion

2. the old computer was dependent on successful operation of unreliable and irreplaceable equipment

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3. it was difficult to replicate the project elsewhere
    because of equipment and language incompatibility

People who were involved in the project continued to plan for a
Community Memory system which would be affordable, easy to
replicate, capable of handling large number of users and
messages, and which could support itself through collection of a
coinbox fee from its users.

In 1977, The Community Memory Project was incorporated as a non-
profit by Ken Colstad, Efrem Lipkin, and Lee Felsenstein (members
of the original project) and new people who had joined the
discussions.

Since the re-incarnation of the group, The Community Memory
Project has:

*   developed a high-level computer communications package for
    its own use, which is also licensed commercially as X.dot.

*   developed a data base system which stores the messages in
    Community Memory. This program which runs on UNIX systems
    and the the IBM PC is called Sequitur.

*   developed the Community Memory software and tested it in a
    variety of settings.

*   placed three terminals in Berkeley: one at La Pena on
    July 17th, one at the Telegraph Co-op in mid-August, and
    one at their offices at 7th and Parker. A fourth terminal

is to be installed soon at the Whole Earth Access Store at
Ashby & 7th Street.

* co-operated with Mobile Image and Plexus Computer to place
  a 5-terminal version of Community Memory as part of the
  Electronic Cafe. The project is sponsored by the Museum of
  Contemporary Arts, and will run in Los Angeles until
  September 3rd as part of the Olympics art festival.

* met with individuals and groups from around the world who
  are interested in Community Memory systems, or other
  community based computer-communications projects.

Since its inception, The Community Memory Project has existed
largely on good faith and volunteer effort, supplemented by
private donations and royalties from its software products. The
current group of workers have been with the project for lengths
of time ranging from one to ten years. They include programmers,
engineers, writers, community organizers, a sociologist and an
anthropologist.

PLANS FOR THE FUTURE

The long range goal of the Community Memory Project is to assist
communities across the country, and abroad, to establish locally
owned-and-operated Community Memory systems. Each of these local
systems will be called a "node," and these nodes will be
interconnected to allow sharing of information between

communities.

We plan that these four terminals will grow to become the first
full node: 12-20 terminals, hooked to a node computer, under the
ownership and control of a cooperatively-operated community
organization. Our second community meeting is planned for mid-
September.

A TOOL CALLED

!!!
MOE'S

Since a tool is no better than how you use it, we'll attempt to help you understand our tool, *Moe's*.

Moe's is a used book store with new and sale books. This means that many books will be *in print* (available from publishers) at cheaper prices than at new stores; many books will be *out of print* (unavailable from publishers). *Out of print* does not mean a book is especially valuable, but it does extend the range and numbers of books a used book store will have. A used book store of the same size as a new book store will carry fewer copies of a title but many more titles than the new book store. Trade is a transaction which benefits both parties: the customer gains more in trade and the store lowers its costs. Lowering costs allows the store to make larger cash offers. Ask the staff about our *trade policy*.

Moe's, unlike most used book stores, carries new and sale books and cards, which makes it a more complete and versatile store than any simply used or new store. Since Moe's is such a large store (13,000 sq.feet), keeping sections in order is a daunting job, but we plug away and most sections are in very good order. Our directory, to the left of the steps leading to the second floor, and near the elevator on each floor, answers questions about section locations. Our tireless and hardly-ever sarcastic staff will answer any other questions.

Some of our other features:

* An excellent staff. A book store, however big and good the stock, can never be better than its staff. *Moe's*, in our biased opinion, has the best.

* A great plant, the space itself. *Moe's* was built to be a bookstore. Good lights, well-constructed, elegant & reachable cases, complete wheelchair access, and sheer size.

* *More Moe's* on the fourth floor. Here, we stock the rarer art, architectural, photography and antiquarian volumes. The very best new and out of print books. (Open noon to six every day of the week; phone: 849-2133)

* Having no computer seems a disadvantage, but no computer could keep track of the incredible number of titles that constantly move in and out of stock.

* Used books at *Moe's* are usually in good to excellent condition. Only if a book is truly rare or unusual, do we relax our standards.

* Other features:
  • holding up to five books one week without a deposit.
  • no bag-checking, unless you insist.
  • search service for hard-to-find books. This costs $1.50. We place ads in *Antiquarian Bookman*, a trade journal read by 7,000 dealers, here and abroad, each week.

* The rest, including a key for the bathroom on the 3rd floor, you get from our staff (see previous comment). The staff is trained to withstand any question. We don't know everything, but we do understand the need for civility.

Moe Moskowitz

2476 Telegraph Avenue
Berkeley, California 94704
(510) 849-2087
Open 10 AM to 11 PM Sunday to Thursday
10 AM to midnight on Friday & Saturday

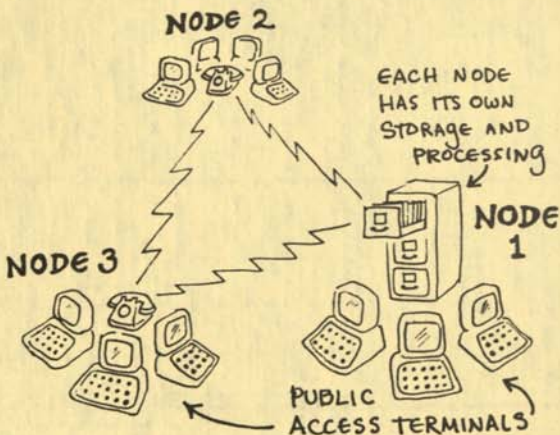# The Community
Memory Project
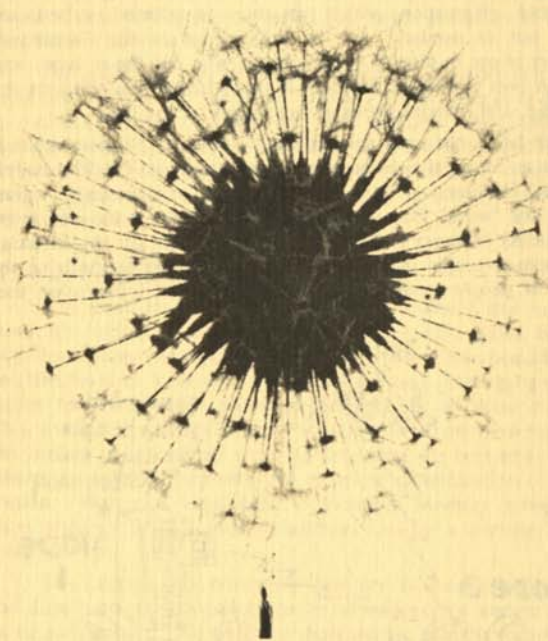
an introduction

I. What is Community Memory?

Community Memory is a system for the public management of public information. It is an open channel for community communications and information exchange, and a way for people with common interests to find each other. It is a shared community filing cabinet. It is a tool for collective thinking, planning, organizing, fantasizing, and decision-making.

The Community Memory system gives people a place to store and label information, which can then be selected, sorted, and fished out as needed. All the information in the Community Memory is put in directly by the people who use the system: anyone can post messages, read any of the other communications that are there, and add comments or suggestions at any time.

By being open and interactive, Community Memory seeks to present an alternative to broadcast media such as TV. The nightly national TV news -- both commentary and commercials -- gives people the "word" from on high, telling us "that's the way it is." Community Memory is different. It makes room for the exchange of people-to-people information, recognizing and legitimizing the ability of people to decide for themselves what information they want.

NODE 2

EACH NODE HAS ITS OWN STORAGE AND PROCESSING

NODE 1

NODE 3

PUBLIC ACCESS TERMINALS

1

The Community Memory system is a network of small computers with large memories, each connected to 10-20 computer terminals. These terminals are for direct public use. People can type in messages with a typewriter-like keyboard and get messages either displayed on a TV screen or printed out on paper.

Each set of terminals around one computer with memory storage is called a "node". In each node, the terminals are all hooked up together and any information in the node can be taken out through any terminal. As the Community Memory network grows, nodes will be interconnected into larger groupings as part of a regional or national network.

The projected incarnation of Community Memory is a broad dispersion of computer terminals in public places, such as community centers, libraries, stores and bus stations. A Community Memory node might also be shared by people who are working on some common project in different parts of the country -- the "community" here would not mean one geographic locality, but would represent a community of common interests.

II. Why Community Memory?

The designers of Community Memory would like to see a world not broken up into nation-states or corporate states, but one built upon many overlapping regions of concern: from household to neighborhood to interest group or work group, from geographical region to globe, where decisions are made by all those affected. This would be a world where power is distributed and governance is the process of collectively trying to determine the best action to be taken, via general discussion and complete dissemination of information. With this vision, the Community Memory system has been designed to be a communications tool for a working democracy.

The purpose of Community Memory is therefore to support the direct and unmediated exchange of information among individuals and groups. The system is designed for communications and collective planning and decision-making, rather than for accounting, statistical analysis, or general office tasks. Community Memory could be used to form libraries, prepare newsletters, and aid the planning, decision-making, and day-to-day work of federations,

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cooperatives and collectives. By both supplementing and complementing existing community communications systems, Community Memory has the following advantages:

A. Availability.

Although we have described the system as a shared community filing cabinet, it won't require its own office or continuous attention by staff. We propose to install terminals in, for example, community centers or the offices of community-based organizations which have a high level of drop-in traffic. Other terminal sites might be free clinics, libraries, community food stores, coffee shops or even laundromats. Sites will be selected by people from the community where terminals will be located.

B. Community Control.

In contrast to most information services, Community Memory will have no staff people mediating between "clients" and information. People can enter any message or question they want, and obtain information anonymously and without having to fill out any forms. They can add comments to existing messages, organize conferences, carry on conversations, and make their own connections. These features give the community of users a great deal of control.

C. Appropriate Communications Technology.

As an accessible, non-hierarchical and interactive public medium, Community Memory will be unique among current communications systems. It has certain similarities to pay telephones, public libraries, radio talk shows, and bulletin boards, but it has the potential for being a far more powerful tool than any of these.

The system is also unique among other small computer "information utilities" which are being marketed for home and office. To date, commercial systems which run on a personal computer or hook up to the home TV set seem to perpetuate a one-way flow of information, from "providers" to "consumers". Such systems seem mainly designed for individual use for playing games or receiving the stock market reports, rather than for communications and information exchange. The commercial systems thus do little to overcome people's continued isolation from each other.

3

D. Interlinking of Communities.

A "community" can be a geographic, economic, cultural, political, or recreational entity. By helping its users connect to others who share their interests and concerns, Community Memory can strengthen people's involvements in many overlapping communities and help them work together toward common goals. When Community Memory nodes become widespread, a user will be able to dip into the memory of a node a thousand miles away (for a small additional fee). This ability to browse far and wide over the system should increase the chance that a user can make a useful connection.

III. The Limitations of Community Memory.

Community Memory is a very useful tool. However, like any tool it can go unused, be misused, or be used too much. A few things should be made clear:

A. There are Other Tools.

The purpose of Community Memory is to aid in decentralizing control of communications and power relations in general. A ditto machine can be used for the same goals, as can the higher technology of the Xerox machine. Community Memory is an electronic filing cabinet, but often a "mechanical" filing cabinet is more appropriate. Computer technology is very sexy. It sells well, and it can frequently be used for tasks which could not be reasonably accomplished another way, but it is expensive, complex, and hard to make reliable. If something can be done adequately without computers, it *should* be done without computers.

B. The Technological Fix is an Addiction.

Community Memory is a demonstration of the potential of technology to be used for human liberation. However, the existence of a potential does not assure or even make likely its utilization. Like solar energy, radio, etc., the realization of the possibilities must be accomplished in opposition to the current organization of power in the society. The structure of society will not be changed to the disadvantage of those currently holding power by the introduction of *any* new technology or application of technology, although the powerful frequently use technology to their own

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advantage. (Prince Peter Kropotkin, 19th century geologist, ecologist, and Russian revolutionary, is quoted as having said that while steam power concentrated production in large factories and caused the demise of the small workshop, the introduction of electricity, which provided easily distributed energy, would reverse the process of concentration. Such mistaken optimism about new technologies is still common.) New technology for managing information and making decisions is a *requirement* for a *humane world,* but it can't replace the political process. Only humans can build a humane world.

IV. How Community Memory Works.
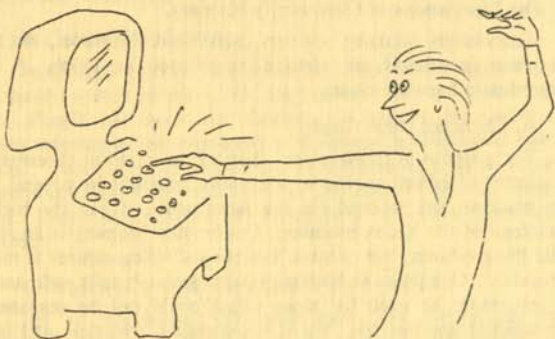
Address the keyboard.

Press any key, and a program in the computer will print out a message with introductory remarks and instructions. The program will then ask you for your next move -- either entering a message, or finding information. The most basic functions this system performs are variations on "enter" and "find". It is designed to record, sort, store, retrieve, and display text messages.

HOW TO ENTER.

Suppose you wanted to enter a message. You would first select the entry function by pressing the "Enter" key. The com-

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puter program would respond with instructions, and then "prompt" your response with the request:

"Enter message:"

You would then type in a message, such as:

"I have 15 dozen large brown eggs for sale, at \$.50 per dozen, in flats. Buyer must provide own transportation. Call Mac at 843-0888 any time."

When you have finished this part of the message, you press another key, and you will then be asked to label your message so that you and others can find it again. The program puts out another "prompt" (question asking user for a response), namely,

"Labels?"

Then you type in as many labels, or "keywords", as you like, for example:

> eggs
> eggs for sale
> farm produce

And that's it. You can now press a key to finish the transaction and make your message part of the data base. Each message is automatically marked with the date it was put in and the location of the terminal on which it was written. For example, the previous message might automatically receive the labels "Clarkeville" and "11-25-79" indicating that it had been entered on that date at the Clarkeville terminal.

This example of a straightforward "for sale" message is only one possible type of message. Messages can also be personal notes, conference comments, editorials, factual information, or resource lists. For example:

"Looking for someone with experience in building a passive solar room heater on a south window. Call Ellen at 652-0652 after 6 pm."

Labels:
solar
advice wanted
passive solar
solar heating

6

or)

"Jenny Carson I have your brown leather jacket. Come see me at Garrety's any weekday 9-5. - Sharon. "

Labels:
lost and found
Jenny Carson

or)

"The senior citizens of Clarkeville are organizing for better housing for the elderly. If you are 65 or over and live in the Clarkeville area, give Sarah Johnson a call at 754-7683 or come to a meeting Monday, October 10, at First Presbyterian Church, 4 p.m."

Labels:
senior citizens
housing
organizing

These sample messages are simple, but they are sufficient to illustrate the main purpose of this system: to connect people to each other -- not to attach them to computers. Community Memory computers allow users to find and use local resources and to get more information directly from people who have it. They don't try to be machines that can answer everything. Like all computer systems, this system can only repeat back what has been put into it, but it can collect information from many different messages and bring them together in potentially useful ways.

HOW TO FIND.

This brings us to the other main function, finding. Here again a computer program will ask you a question, such as

"Find what?"

If you then type in a request, such as:

FIND "eggs for sale", the program will find all the messages which have "eggs for sale" as one of their labels. The computer might then report: "7 items found. Do you want to see first lines?"

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If you answer "yes" the first lines of the items will appear. You can then select the items you would like to see in their entirety.

Labels are extremely important for finding the messages you want. When entering a message, you should select its labels carefully so that others will be able to find it easily. When searching for information, you can sort through messages most efficiently by stringing together the labels that best describe what you are looking for, separating labels with AND, OR or NOT as needed.

In the above example, you could be more selective by using more keywords, like this:

FIND eggs for sale AND price LESS THAN $.70/dozen AND Clarkeville AND date LATER THAN 10-29-79

Then you'd get listings of eggs being sold at the price you wanted to pay, and available in an area that's convenient for you. By specifying a boundary on the date, you don't have to look at listings you've already checked.

Always read the label.

In another example, if you said:

"FIND solar AND passive AND heating NOT swimming pool heaters", you would come up with the subset of messages that concerned passive solar heating systems (but not swimming pool heaters). If you said "FIND solar OR passive", you'd get all messages labeled solar, and all messages labeled passive, including such things as "passive resistance."

A list of all current keywords will be available both on the system and in printed form, to encourage people to label similar kinds of messages with consistently similar keywords.

WHO'S IN CHARGE HERE?

Rather than dictating how Community Memory should be used, the designers of the system intend that the USERS shall take responsibility for the maintenance and usefulness of the data base. Users will be able to keep the data base viable in several ways. First, the system allows any user to make comments on any message found. These can be editorial comments, criticisms, or suggestions about where else to look for additional information:

For example, to the message "Mr. Ed will speak at the next meeting of the Rank and File Coalition," someone might add the comment, "For an insightful critique of Mr. Ed's position, see the last issue of ABC Newsletter." Or, the buyer of a car that had been advertised on Community Memory could tack on a comment, "Sold", which would be retrieved with the "for sale" message and would have an effect similar to pasting a "sold" sticker over a real estate sign.

Other comments might be more controversial or confusing. A message, "John Green is a great VW mechanic. Cheap too." might attract the comment, "Green doesn't know what he's doing. He forgot to tighten down my oil filter and I lost all my oil. Nearly wrecked my engine." Such an exchange might just represent different points of view. But there'd be no assurance that the message itself wasn't entered by John Green himself -- or the comment by the local VW dealer who doesn't like the competition.

The unrestricted nature of this information exchange system gives it many possibilities and a few problems. Although it can allow for minor spelling mistakes and warn you if a label you attach

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has never been used before, the system cannot eliminate duplications, or guarantee the reliability or completeness of information in its messages. In the final analysis, the quality of the information in the data base will depend on the system's users.

Since memory storage is fairly costly, it is probable that messages will automatically "expire" and be removed from the system after a certain number of days or weeks. Even so, outdated messages may sometimes stay on file longer than they should. There may also be some items, such as comprehensive resource lists, which will be kept around more or less permanently and updated as needed.

Usually, no one except the original author of a message can change or delete that message (before its agreed-upon expiration date). However, every set of terminals will have one staff person (the "circuit rider") who is responsible for helping maintain the data base and respond to users' advice. (Previous experiments showed that users will perform many of these functions themselves).

Since users have the ultimate responsibility for the usefulness of the system, the social support structure for this information exchange tool is as important to its function as electricity. The terminals in any node can be grouped in one local area or spread out among a network of people who share some common interest. The users, connected either by geography or area of interest, can decide how best to keep the system running well, with guaranteed open access and a minimum of barriers to efficient and comfortable use.

V. The History of Community Memory

This description of the Community Memory system is based on previous experience -- it's not just wishful thinking.

Between 1973 and 1975, the first incarnation of the Community Memory communications system appeared in the Bay Area. Small computer terminals were put in the lobby of a music store, in a hardware store, and in a branch of the San Francisco Public Library.

Although there was very little advertising other than word of mouth, the terminals were used up to 70% of the time that they were available. In fact, there was usually a line of several people waiting to use the system, which was made available free of charge.

On a good day, about 30 people used each of the terminals. More than 8,000 entries were made over the course of the 14-month trial period.

The system proved to be easy to use even for people who had never seen a computer terminal before. In fact, it was essentially "self-teaching." People learned how to use the system by looking over other people's shoulders, or by following a set of simple instructions.

The terminal at Leopold's Records in Berkeley was installed during the August housing crunch, and it became immediately useful in the students' searches, with the rate of success growing with the size of the data base. Musicians looking for other players entered their names and their specialties. Instruments were bought and sold, producers found new opportunities, and groups advertised for gigs. New groups were even assembled on the spot from leads found in the data base, and from people waiting around for their turn to use the terminal.

Similarly, people used it to assemble car pools, organize study groups, find chess partners, and pass on tips on good restaurants. Interesting and unanticipated uses developed: poems, graphics, dialogues among strangers, and political commentary.

Users often entered public interest messages, such as the following:

"The San Francisco Water Department would like to increase rates charged to water users by 17.4% effective 1 July 74 Application for this increase has been filed with the San Francisco Public Utilities Commission and a public hearing will begin at 2:30 p.m. Tuesday 25 June 74 at Room 282 San Francisco City Hall.

Interested persons would do well to appear at the hearing..."

Many others entered queries for information or connections, or general comments and recommendations, such as:

"The Jade Pagoda on University Avenue just above Grove. Real good cheap food. They had a little fire but that just livened things up. Try it!!"
Keywords: food restaurant eat chinese dine dinner chopsticks
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"Would anyone who has made vinegar at home, please call Steve at 929-8507."

As a final example, the question "Where can I get decent bagels in the Bay area (Berkeley!)?" gathered the following responses:

1) There is a store called "Bagels" above Key Route St. in Albany 2) The Danish Bakery at University and Shattuck in Berkeley 3) If you call Michael at 845-4550 an ex-bagel baker can teach you how to make good bagels. 4) You can get fresh bagels at the House of Bagels, way out on Geary in SF.

In this dialogue about bagels, Community Memory helped connect one person with a favorite food ... and included an offer to teach the person how to make his own. The data base also included a wealth of messages about community social services, neighborhood organizing, ecology and the environment, education, clubs, causes, and crises.

The experiment showed that the public at large, without prior training, can use an electronic information exchange system to define and meet their own information needs. The expected fear of computers was not much present. Instead, most people said, "It's about time."

The old system ran on expensive, outdated equipment which could not support replication or expansion of the project, and the experiment was terminated in order to write better programs for newer, smaller, cheaper, more powerful machines.

VI. How We Plan to Build It.

The technical goals in the design of Community Memory are: to produce a cheap system; which can be expanded in small increments; which can work even when parts of it are broken; can be relied on not to lose much information when it does break; and when broken can be put back into service by people without a lot of training in electronics. The major components of the system will be cheap enough so that they can be purchased and controlled by community based groups; but can be interlinked with others to serve large populations. **12**

Community Memory will accomplish this by being many levels of network. The smallest unit is the node. A node will normally be supported by three or more of the latest "microcomputers" with at least two of every important component. In case of malfunction, the node should be able to recover itself and be reactivated. If the staff of a node are unable to discover what is wrong themselves, more highly trained technical types at another node will attempt to run the node from their own system and diagnose the trouble. Only on rare occasions will it be necessary for a node and its users to sit around waiting for a repair person. It would be possible to have a small node built of only one of everything (which would save money), but such a node will have to maintain a good understanding with its users.

Neighboring nodes will be connected by phone lines or cable into mutual aid groups. They can share technical personnel and expensive equipment such as tape drives. To the user, all the nodes in a mutual aid group will seem as if they are a single system.

The next level of network is the region. All the mutual aid groups and loner nodes in a region or city would be interconnected over the phone lines in what is called a packet switching network. The connections themselves will be owned and maintained by some association of nodes in the region.

The regions will be interconnected using "Public Data Carriers" to create a national network. Since these lines are owned by corporations (Xerox, Bell Telephone), communicating between regions will be substantially more expensive than communicating within a region. Searching the system nationally is best done by first knowing where to look. This will be aided by the creation of resource guides, bibliographies, and by encouraging nodes to develop special specific subjects.

Like the network, the user software will develop incrementally. The initial pilot system will have facilities for simple keyword and menu assisted searches and basic screen editing. Then, experiments will be done with user participation to develop better means for entering, locating, and maintaining information. Tools will be added to allow the creating of bibliographies and other resource guides to the data base. Means will be provided so that entries can

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be uniquely "signed" by their authors, to aid in determining the reliability of the information they contain. A simple language for writing user-interactive programs will be developed, so that people can participate widely in helping shape the system.

Currently, the software is being developed using the "C" language on Digital Equipment Corporation LSI-11s and Intel 8080 microcomputers. The "C" language was chosen to enable us to switch to faster and cheaper hardware as it becomes available without major rewriting of programs. We are using our own multi-cpu operating system called Provos, both for technical reasons and to keep the cost of buying software for a node as low as possible.

The new programs are currently nearing demonstration level, and (if we can find the money), a pilot node of Community Memory will be operating this year.

VII. Who We Are.

The Community Memory Project is a non-profit organization that works and makes decisions collectively. The work of rewriting the computer programs has been going on for several years, and is being carried out largely by volunteer staff and consultants. The core group of 12 includes the three original designers of the first incarnation of Community Memory, who have now worked together for over seven years.
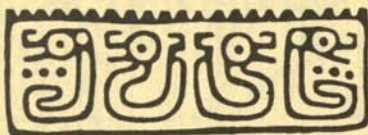
For more information, write:

The Community Memory Project
916 Parker St.
Berkeley, California 94710

August 1982

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Community Memory

2617 San Pablo Avenue, Berkeley, California 94702   415-841-1114

Forum Host's Guide

Welcome to Community Memory and thank you for your interest in becoming a forum host. If you have questions that aren't covered in this manual, please call or write the education/outreach coordinator, or use the <SUGGESTIONS> option at a CM terminal.

What is Community Memory?

Community Memory is a public bulletin board, similar to the corkboards found in some laundromats and grocery stores. Ours, however, uses a computer and is designed as a two-way system; we encourage responses to messages and dialogue between users.

Unlike other videotext services, The Community Memory Project, the non-profit corporation that created and operates the CM system, does not provide information. The messages that appear on CM come from the users. This makes CM unique. It is as interesting, as lively, and as accurate as the users make it.

What is a forum host?

Forum hosts create categories for grouping messages. For example, a corkboard may be divided into sections for selling cars, advertising for roommates, posting meeting notices, etc. CM has similar divisions. We call these categories *forums*.

Forums have two purposes. First, they organize the messages. Second, they attract new (and old) users who want to discuss that topic. And since a muddled system without any messages wouldn't be used, this makes the forum hosts the most important people on CM.

What do I have to do?

Your job is mostly organization. You will provide a structure that makes it easy to find messages about a certain topic, and about sub-categories within that topic. You don't even have to write messages if you don't want to.

You are responsible for naming the forum and defining those sub-categories. We call the list of sub-categories *index words*. Index words are the smallest division in CM. Each person who writes a message has the opportunity to index it. You're also responsible for keeping the messages in your forum relevant to your topic.

The *topics screen* is the second screen you see upon entering CM. It consists of a list of topics, each enclosed in *angle brackets* (<>). Topics group forums, just like forums group messages.
A *message tag* is a five letter code (i.e. #abcde) identifying a message. It can be used to access a message directly. Everything in CM, including forum and author descriptions, is stored as a message.

Creating a forum

On screen	Your action
1) The topics screen	Press F1
2) Options menu	Choose <ADVANCED>
3) Another options menu	Choose <CREATE>

You'll now be led through a series of screens, described below, asking for information about your forum. It will help if you've done some preparation, although most items can be edited. Browse other forums for ideas.

The four screens, in the order they appear, ask for:

  1) *author name*;
  2) *password*;
  3a) *forum name*: shorter is better. Can't be changed;
  3b) *forum description*: will be truncated if longer than a line;
  3c) *index words*: CM will display what you enter here exactly as you entered it, so use the editing features to order and format the words. You have 15 lines with which to work. Remember to place angle brackets around each index word, so the computer can recognize it as such. Use plain text for comments or sub-headings.
  4) *topic words*: Remember, topic words group forums. The *astronomy* forum, for example, could go under *hobbies* or *science*. Choose <FINISHED> when done.

Editing the forum description and topic words

On screen	Your action
1) Topics screen	Press F1
2) Options menu	Choose <SPECIFY>
3) Typing box	Type *forums* or *cm system*
4) List of forums	Choose the <Forums> forum
5) List of index words for the <Forums> forum	Pick a word which groups your forum
6) Messages containing forum descriptions	Use arrow keys to highlight your forum description
7) Same, one highlighted	Press F1
8) Options menu	Choose <EDIT>

You can now edit the forum description. CM will check that you own it by asking you for the password used to create the forum.

To edit the topic words your forum uses, choose the <INDEX> option that appears in the lower right corner. The same index words list you saw in step 5) will appear. It may look a lot like the topics screen. This is because the <Forums> forum is a unique case in CM. All the topic words chosen by forum hosts become the index words for the <Forums> forum. In order to change the topic words under which your forum is listed, you must index it differently by choosing new index words from those associated with the <Forums> forum.

Purge

On screen	Your action
1) Message list, target message highlighted	Press F1
2) Options menu	Choose <ADVANCED>
3) Another options menu	Choose <PURGE>
4) List of forums	Highlight your forum and press Enter

Include

On screen	Your action
1) Message list, target message highlighted	Press F1
2) Options menu	Choose <ADVANCED>
3) Another options menu	Choose <INCLUDE>
4) Topics screen	Pick topic associated with your forum
5) List of forums	Highlight your forum and press Enter

You must be the forum host or the message's author to use these options. You'll be asked for a password as proof.

Editing the author description

Follow steps 1) through 6) for editing the forum description.

On screen	Your action
7) Same, one highlighted	Choose <ABOUT MSG>
8) Box with forum information	Use arrow keys to highlight author description message tag
9) Same, tag highlighted	Press Enter
10) Instruction box	Add author description message to list of current messages
11) Message list, newest message highlighted	Press F1
12) Options menu	Choose <EDIT>

Editing index words

Follow steps 1) through 6) for editing the forum description.

On screen	Your action
7) Same, one highlighted	Choose <ABOUT MSG>
8) Box with forum information	Use arrow keys to highlight index word message tag
9) Same, tag highlighted	Press Enter
10) Instruction box	Add index word message to list of current messages
11) Message list, newest message highlighted	Press F1
12) Options menu	Choose <EDIT>

Deleting a forum

1) <PURGE> all the messages from your forum.
2) Follow steps 1) through 11) for editing index words.
3) Choose <ERASE> from the options menu.
4) Follow steps 1) through 7) for editing the forum description.
5) Choose <ERASE> from the options menu.

How do I do all this?

First, think of a subject you'd like to host. A forum can be as broad as *astronomy* or as narrow as *Saturn*. Next, sketch some sub-categories within that subject. In the case of *Saturn*, the index words could include *rings, moons,* or *Voyager pictures*.

In the case of *astronomy*, one of the index words could be *Saturn*, since the planet is a subset of the larger category of astronomy. This is not the same as creating a forum *Saturn*, with index words of it own.

Along with *Saturn*, the index words for the forum *astronomy* could include *asteroids, Earth* or *solar wind*. Suppose someone placed a message on the system, explaining this current theory in astronomy: a giant asteroid hit the Earth, raising clouds of debris that blocked the sunlight, causing the dinosaurs to die. That message could be indexed under *asteroids* or *Earth*.

The message could also be indexed under *dinosaurs*. Remember, authors have the option of creating their own index words. Don't expect to think of every possible index word. Just design a set of index words that covers all the areas of the subject you expect or want to discuss in your forum. You may change them later. We recommend you define a feedback, or ask-the-forum-host index word.

All the index words picked by authors, both host-provided and author-created, are placed in a list called user-defined index words. Only the CM system administrator can change the list, and it is updated periodically. This list is a good place to look for inspiration, and to learn which index words are actually being used by authors, so you can reorganize your sub-categories.

Forum hosts also can link messages in other forums to their forum. For example, you're browsing through a forum named *television* and you see a message describing an upcoming PBS show about the birth of galaxies. You, as forum host, can include it in your forum using the include command.

The converse is also true. You can unlink messages from your forum. Suppose someone puts a *for sale* message in your *astronomy* forum. If they're selling a telescope, you may decide to leave it alone. But if they're selling a '69 Volkswagen Beetle, you may want to purge it. A purged message is not erased; only its connection to your forum disappears. We ask that you purge only inappropriate messages, not those with which you disagree.

What if I want to quit?

You have three options. You can advertise within your forum for someone to take over as forum host. Simply give them the password used to create the forum so they can access the tools described above.

Or you could delete the entire forum. You must first unlink all the messages to the forum, then delete the forum description and the index words messages.

Lastly, you could call us. You're our most valuable resource; we'll try to give you all the support you need.

(See inside for step-by-step instructions.)

What is Community Memory?

Community Memory is a public bulletin board, similar to the corkboards found in some laundromats and grocery stores. Ours, however, uses a computer and is designed as a two-way system; we encourage responses to messages and dialogue between users.

Unlike other videotext services, The Community Memory Project, the non-profit corporation that created and operates the CM system, does not provide information. The messages that appear on CM come from the users. This makes CM unique. It is as interesting, as lively, and as accurate as the users make it.

You've seen corkboards divided into sections with strips of masking tape. Each section contains only one kind of message: for sale, roommate wanted, etc. CM has similar divisions. We call them forums, and just like messages, the forums that appear are created by the users.

The users who create forums are called forum hosts. They name and design their forum, and keep the discussion up-to-date and exciting.

Community Memory is simple to use. Touch any key to begin. All the instructions you need will appear in boxes on the screen. If you want extra help, press F3.

CM is the canvas. You are the artist. Have fun!

New Uses for Not-So-New Technology!

Community Memory

A public access information and resource exchange

** NOW IN 7 BERKELEY LOCATIONS **

* Main Library, Shattuck and Kittredge
* Claremont Library, 2940 Benvenue
* South Library, 1901 Russell
* West Library, 1125 University
* International House, 2299 Piedmont
* North Senior Center, 1901 Hearst
* Milt's Laundry, 3055 Telegraph

Terminal locations:

* Berkeley Main Library, Shattuck and Kittredge
* Berkeley Claremont Library, 2940 Benvenue
* Berkeley South Library, 1901 Russell
* Berkeley West Library, 1125 University

The Community Memory Project
2617 San Pablo Ave.
Berkeley, California 94702
(415) 841-1114

A little history

This is the second generation of the Community Memory system. The first consisted of four terminals -- two in the now defunct Co-op Supermarkets, one in La Pena's Cafe Violetta, and one at Whole Earth Access. It operated for five years, starting July 17, 1984, and received about 1,000 messages a month.

During the pilot project, we learned what worked and what you, the user, wanted. You wanted a better way to organize messages. We added forums. You wanted speed. We made the system faster. You wanted it easier to use. We made it friendlier.

You wanted a greater variety of subjects. We gave you forum hosts. The pilot project taught us that your interests are more varied and unusual than we could imagine, so we left it up to you to name the subjects. On the old system, we expected messages offering items for sale, and they appeared. But we never dreamed of ones like the "Dear Abby" types.

Some discussions lived briefly, like the debate about the Challenger disaster. Some discussions were sparked by users themselves, like one about the merits of billboard graffiti. Still others lasted for several years, like a support group for lesbians.

We're glad to be back and know you'll find Community Memory an interesting place.

CM takes you through three levels which focus your list of messages. In the order in which you pass through them, they are:

Topic: Topics group forums. For example, the topic *entertainment* might list the forums *jokes*, *movies*, *ballet*, and *mud wrestling*.

Forum: Forums group messages about a single subject. Forums can be broad, like *jokes*, or narrow, like *knock-knock jokes*.

Index words: Index words describe the content of a message. Choose one, and read only *presidential* jokes, or only *lawyer* jokes.

You can use CM four ways.

Browse: Read what's already on CM. Free.

Add: Write your own message. One quarter.

Respond: Link a new message to an existing one. It's like adding a reply to a specific message. One quarter.

Host: A forum host initiates a forum; names it, chooses the index words, and monitors it for messages that don't belong. Four quarters. (Use the coupon in this brochure to request a copy of the "Forum Host's Guide.")

<OPTION>: Options are words enclosed in <angle brackets>. They describe actions you can take.

These are arrow keys. Use them to move around the screen, or highlight an option.

You pick a highlighted option using this key.

F1 This Options key brings up a box in the middle of the screen listing options.

F2 This is the Backup key. Use it to undo your last choice, or erase the screen.

F3 The Help key will explain your choices at the moment.

* Learn more!

* Do more!

[ ] Put me on your mailing list.

[ ] I want to attend a "How to Use CM" workshop.

[ ] My group _____ wants to invite a CM representative to speak.

[ ] I want to volunteer at CM. Skills/interests_____

[ ] I want to host a forum about _____. I've enclosed a self-addressed, stamped envelope for the "Forum Host's Guide."

Name: _____

Address: _____

_____

Phone: day ( ) _____

night ( ) _____

Mail to:
The Community Memory Project
2617 San Pablo Ave.
Berkeley, CA 94702

Everybody's Computer Network

Anybody can use Community Memory -- a community bulletin board created by linking public access computer terminals to a central memory.

You can use Community Memory to browse through events calendars, to find a buyer for your car, to share your feelings about the Greenhouse Effect, or to create a poem or an editorial.

Flexible & User-Friendly

Because Community Memory is a two-way network, everyone can add information by writing messages. You'll connect with aspects of Berkeley you never knew existed -- new people, new ideas, and unique services.

On-Line to All of Berkeley

In addition to reading the messages written by others, you can engage in dialogue, debate, and controversy by responding immediately to any information that you see. Once you write a message at any Community Memory terminal, it is instantly accessible at all the other terminals.

Read thousands of messages for free. Browse through a range of messages or zoom in on messages about a particular subject. Adding a message only costs a quarter.

There are 10 Community Memory Locations

- **Central Library**
  Shattuck and Kitteridge
- **Claremont Library**
  2940 Benvenue (at Ashby)
- **South Library**
  1901 Russell (at MLK, Jr. Way)
- **West Library**
  1125 University (near San Pablo)
- **International House**
  2299 Piedmont (at Bancroft Way)
- **North Berkeley Senior Center**
  1901 Hearst (at MLK , Jr.Way)
- **Milt's Coin-Op**
  3055 Telegraph (at Webster)
- **Milt's Coin-Op II**
  2483 Hearst (at Euclid)
- **Ecology Center Complex**
  2530 San Pablo (bet. Parker & Blake)
- **S. Berk. Nghbrhd. Devel. Corp.**
  1767 Alcatraz (near Adeline)

A User-Created Information Bank

Because all the messages are supplied by the system's users, the information and ideas on Community Memory are as original and lively as Berkeley.

Individuals aren't the only ones on the system. Local groups use Community Memory to publicize their events and services, to communicate with members, and to solicit new ideas and opinions.

For the Computer Novice Or the Old Hand

Even if you have no previous computer experience, you can learn to write messages, find messages written by others, and respond to any messages that you read. With the help of five color-coded keys -- and hunt-and-peck typing -- you can get in touch with hundreds of individuals and organizations.
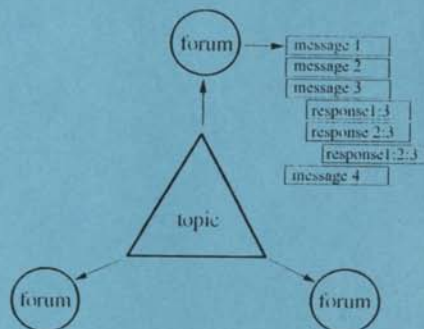
In ten minutes, a friend can show you the basics. Individualized, hands-on training is available to you -- free. Just send in the attached tear-off.

Press Any Key . . .

Getting into Community Memory is easy: press any key. Getting out is even easier: just walk away and the computer will reset itself for the next user. You can also use the <EXIT> option.

Easy-To-Find Information

Once you understand Community Memory's basic structure, the network becomes very accessible.

When you enter Community Memory, you're offered a menu of **topics**. For example, if you pick the topic, <jobs>, a list of forums appears including <help wanted>, <help offered>, <employment services> and <jobhunt publications>. Each **forum** is a grouping of related messages.

Messages -- notes of interest from local groups and individuals -- are the basic unit of information on Community Memory. Messages are linked by **index words** which describe the content of the message.

At the time you write a message, you are asked to attach index words to it so others can find it. You can select index words from a suggested list, or specify one of your own.

Share Your Vision

If there is a subject that particularly interests you, you can set up a forum about it. The City of Berkeley, Berkeley TRIP, and the Berkeley Information Network all host Community Memory forums. Many of the most freewheeling forums, including <pOeT/ tRy>, <Automobiles> and <Q&A>, are hosted by individuals.

Create Your Own Network

The **forum host** structures and moderates the forum. Hosting a forum is a great way to connect with people who share your interests, and creating a forum only costs four quarters. Use the tear-off on this brochure to request a free copy of the **Forum Host's Guide.**

Who We Are

The Community Memory Project is a nonprofit organization, founded in 1977, to explore the potential of universally accessible, low-cost, community communications systems. We consult with visitors from across the country and around the world about making democratic telecommunications a reality. Our first Berkeley-based network linked terminals in Whole Earth Access, La Pena, and the Co-Op Stores. The lessons we learned from that pilot shaped the current system's design. A campus-wide Community Memory is planned for San Francisco State University in 1990.

We Want Your Mind

We are sustained by local imagination, volunteer energy, donations, and grants. To learn more about Community Memory, mail in this coupon.

____ Put me on your mailing list.

____ I want to attend a free, hands-on **Introduction to Community Memory**.

____ I want to know how to get my group's information on Community Memory. Organization name:

_____

_____

___ I want to use Community Memory from my home or office computer. Let me know when dial-in access is available.

____ I want to be an insider and volunteer at Community Memory. My skills/interests include:_____

_____

___ I want to host a forum about the following topic: _____

I've enclosed a self-addressed, stamped envelope for the **Forum Host's Guide.**

Name: _____

Address:_____

_____

Phone: _____

Mail to: Community Memory Project 2617 San Pablo Ave., Berkeley 94702 (510) 841-1114

A FOUNTAIN OF INFORMATION ON COMMUNITY MEMORY MAY 1991

<Forums> are bulletin boards, calendars, and conversations. You can host a forum about any topic that interests you. To learn more, contact us at 841-1114.

News/Alerts
<People's Park> Discussion surrounding People's Park
<Community Affairs> issues affecting So. Berkeley
<...TO THE WHITE HOUSE> letters to the President
<NEWS> events & items of interest
<teaser messages> special announcements
<Disabilities> Info & Resources for folks w/disabilities
<Resist> Information to stop the war
<Community Events> calendar of events

Ideas
<Hacking> confessions of programming addicts
<Beauty Treatment> Advice & Recommendations to beautify
<...TO THE WHITE HOUSE> letters to the President
<War Memorial Project> Alameda County Veterans' Memorial
<Anarchy> You be the host
<Q/A> An information free-for-all

Discussions
<People's Park> Discussion surrounding People's Park
<Hacking> confessions of programming addicts
<Community Affairs> issues affecting So. Berkeley

<Disabilities> Info & Resources for folks w/disabilities
<Bisexuality> issues; community building
<Resist> Information to stop the war
<an estimated terrapin> Grateful Dead info and more
<Anarchy> You be the host
<POETRY II - the 5 C's> For poets and readers
<person-to-person> the personals
<Q/A> An information free-for-all
<WOMEN> for, by, & about women
<MAGICK>
<Dreams>
<Books>
<jokes> So you think it's funny...
<Kids> for sharing tips on parenting
<VDC Reunion> Vietnam Day Committee
<earthquake> events of 10/17/89
<Automobiles> What they do to & for us

Calendars
<Community Affairs> issues affecting So. Berkeley
<Music Exchange> The ultimate musical resource
<Classic Rockline> Info on the best classic rock bands
<alexandria forest> seashell star ephemeris
<Poetry Readings> Of special note
<an estimated terrapin> Grateful Dead info and more
<NITE-LIFE> Where to/How to Party
<Community Events>
<School Calendars>
<Senior Cuisine> Senior Centers' Lunch Menu

Graffiti
<...TO THE WHITE HOUSE> letters to the President
<Music Exchange> ultimate musical resource
<Classic Rockline> Info on the best classic rock bands
<Person-to-Person> A meeting place with a twist
<Q/A> An information free-for-all
<pOeT/Ry>

Buy/Sell
<Beauty Treatment> Advice & Recommendations to beautify
<Music Exchange> ultimate musical resource
<used car lot> buy/sell/trade
<household items> STUFF for sale!
<Computers> sell hardware and software
<Music Exchange> ultimate musical resource

Jobs
<Community Affairs> issues affecting So. Berkeley
<Self Employed> Service People, odd jobbers, consultants
<jobhunt publications>
<help offered>
<help wanted>
<employment services>
<Job Training at VISTA> Community college
<MILITARY LIFE - FACTS> Look before you join

Food
<Recipes & Cooking>
<Food Assistance>
<Dining out>
<Senior Cuisine> Senior Centers' Lunch Menu
<Social Services> food, shelter, and medicine

Housing
<Community Affairs> issues affecting So. Berkeley
<Shelter> Emergency Shelters in the Bay Area
<Housing Available>
<Housing Wanted>
<Disabilities> Info &resources for folks w/disabilities
<Social Services> food, shelter, and medicine

Medical Care
<Medical Assistance>
<Disabilities> Info & resources for folks w/disabilities
<Social Services> food, shelter, and medicine

Transportation
<Community Affairs> issues affecting So. Berkeley
<Berkeley TRiP> getting around the Bay Area
<automobiles> what they do to & for us
<used CAR lot> buy/sell/trade
<Disabilities> Info & resources for folks w/disabilities
<an estimated terrapin> Grateful Dead info and more

Assistance
<Community Affairs> issues affecting So. Berkeley
<Homework Help K-12> Parents, Teachers & teenagers help grade school students
<Assistance Wanted> people & facilities
<Crisis Lines> hotlines & referrals
<rental space> spaces for meetings & events
<groups & organizations>
<information> where to find it
<Self-help law> free/low cost legal help
<Social Services> food, shelter, and medicine

Arts

<Cable TV> Consultant reports
<Music Exchange> ultimate music resource
<Classic Rockline> Info on the best classic rock bands
<alexandria Forest> seashell star ephemeris
<an estimated terrapin> Grateful Dead info and more
<Poetry II- The 5 C's> For poets & readers
<museums> Bay Area Museums

Education

<Merrit College> All about Merritt College
<Community Affairs> issues affecting So. Berkeley
<PTA Berkeley> News, comments, etc.
<Homework Help K-12> Parents, Teachers & teenagers help grade school students
<Adult Education> ways to keep learning
<School Calendar> Berkeley Unified School District
<Job Training at Vista> Community College
<CM Training> Learning to use Community Memory

Environment

<Community Affairs> issues affecting So. Berkeley
<...TO THE WHITE HOUSE> Letters to the President
<People's Park> Discussion Surrounding People's Park
<Hazardous Waste> Reductions Programs & Tips
<bioforum> discussion of ecological issues
<environmental> calendar of events
<Backpacking & Hiking> About hikes, walks, & nature

Government

<...TO THE WHITE HOUSE> Letters to the President
<People's Park> Discussion Surrounding People's Park
<Cable TV> Consultant's Report
<Issues & Elections> Regional and Natinal Elections
<Next Agenda> for Berkeley City Council
<City Services> List of Berkeley City Services
<Who> represents Berkeley
<Old Agendas> Past City Council Meetings
<Resist> information to stop the war
<War Memorial Project> Alameda County Veterans' Memorial
<Military Life - Facts> Look before you join
<Anarchy> You be the host
<Disabilities> Info & resources for folks w/ disabilities

Humor

<Jokes> . . . so you think it's funny?!!
<alexandria forest> The seashell star ephemeris
<funLINES> 24-hr warmlines, Info-lines, funlines
<Q/A> an information free-for-all

Leisure

<Cover to Cover> A reading game for young adults
<hacking> Confessions of Programming Addicts
<Physical Fitness> Where, When, How
<Beauty Treatment> Advice & Recommendations to beautify
<...TO THE WHITE HOUSE> Letters to the President
<NITE LIFE> Where to/How to Party

<Dining Out> Bay Area Good Food
<Backpacking & Hiking> <person-to-person> the personals
<museums> Bay Area Museums
<VDC> Vietnam Day Committee - 25 yr reunion
<MAGICK> To discuss all forms of magick
<Community Events>
<FunLINES>
<Books>
<Recipes & Cooking> for good eating

For Seniors

<Senior Resources> Info for Older Adults
<Senior Cuisine> Senior Centers' Menus
<Disabilities> Info & resources for folks w/ disabilities
<Adult Education> Ways to keep learning & growing

For Young People

<Cover to Cover> A reading game for young adults
<Discussions> Issues worth talking about
<Beauty Treatment> Advice & Recommendations to beautify
<Story Writing Contest> Fact is Stranger Than Fiction
<Movie Reviews> Especially for Movie Freaks
<Y.P. Yellow Pages> Especially for teens & young people
<Elbow Room> Especially for kids 7 to 12 years old

Homeless

<People's Park> Discussion surrounding People's Park
<Shelter> Emergency shelters in the Bay Area
<Social Services> food, shelter & medicine

<Medical Assistance> free, low-cost health assistance
<Food Assistance> free, cheap, emergency food programs
<Employment services> job-finding assistance

Veterans Memorial

<Guest Book> Your comments are welcome
<Persian Gulf War> We remember those who died . . .
<Vietnam War Memorial> We remember those who died . . .
<Korean War Memorial> We remember those who died . . .
<World War II Memorial> We remember those who died . . .
<World War I Memorial> We remember those who died . . .
<War Memorial Project> Veterans' Memorial Project Information

About Community Memory

<Expirations> tags of expiring messages
<Teaser Messages> Flash your message on CM!!
<HOW TO> find, read & write messages
<recent messages> all the latest
<background> of Community Memory
<comments> from Community Memory users
<CM Usage> Forum & Site activity
<CM Training> Community Memory training
<Hosts> Forum Hosts Talk

GET INTO COMMUNITY MEMORY!!

2617 San Pablo Avenue
Berkeley, CA 94702
(510) 841-1114

(more)   (more)   (more)

What is Community Memory?

Community Memory is a public bulletin board, similar to the corkboards found in some laundromats and grocery stores. Ours, however, uses a computer and is designed as a two-way system; we encourage responses to messages and dialogue between users.

Unlike other videotext services, The Community Memory Project, the non-profit corporation that created and operates the CM system, does not provide information. The messages that appear on CM come from the users. This makes CM unique. It is as interesting, as lively, and as accurate as the users make it.

You've seen corkboards divided into sections with strips of masking tape. Each section contains only one kind of message: for sale, roommate wanted, etc. CM has similar divisions. We call them forums, and just like messages, the forums that appear are created by the users.

The users who create forums are called forum hosts. They name and design their forum, and keep the discussion up-to-date and exciting.

Community Memory is simple to use. Touch any key to begin. All the instructions you need will appear in boxes on the screen. If you want extra help, press F3.

CM is the canvas. You are the artist. Have fun!

Community Memory

A public access information
and resource exchange

```
---- * ---- * ---- * ---- * ---- * ----
COMMUNITY MEMORY IS NOW IN 7 LOCATIONS
---- * ---- * ---- * ---- * ---- * ----
* Main Library, Shattuck and Kittredge
* Claremont Library, 2940 Benvenue
* South Library, 1901 Russell
* West Library, 1125 University
* International House, 2299 Piedmont
* North Senior Center, 1901 Hearst
* Milt's Laundry,  3055 Telegraph
---- * ---- * ---- * ---- * ---- * ----
```

The Community Memory Project
2617 San Pablo Ave.
Berkeley, California 94702
(415) 841-1114

A little history

This is the second generation of the Community Memory system. The first consisted of four terminals -- two in the now defunct Co-op Supermarkets, one in La Pena's Cafe Violetta, and one at Whole Earth Access. It operated for five years, starting July 17, 1984, and received about 1,000 messages a month.

During the pilot project, we learned what worked and what you, the user, wanted. You wanted a better way to organize messages. We added forums. You wanted speed. We made the system faster. You wanted it easier to use. We made it friendlier.

You wanted a greater variety of subjects. We gave you forum hosts. The pilot project taught us that your interests are more varied and unusual than we could imagine, so we left it up to you to name the subjects. On the old system, we expected messages offering items for sale, and they appeared. But we never dreamed of ones like the "Dear Abby" types.

Some discussions lived briefly, like the debate about the Challenger disaster. Some discussions were sparked by users themselves, like one about the merits of billboard graffiti. Still others lasted for several years, like a support group for lesbians.

We're glad to be back and know you'll find Community Memory an interesting place.

CM takes you through three levels which focus your list of messages. In the order in which you pass through them, they are:

Topic: Topics group forums. For example, the topic *entertainment* might list the forums *jokes*, *movies*, *ballet*, and *mud wrestling*.

Forum: Forums group messages about a single subject. Forums can be broad, like *jokes*, or narrow, like *knock-knock jokes*.

Index words: Index words describe the content of a message. Choose one, and read only *presidential* jokes, or only *lawyer* jokes.

You can use CM four ways.

Browse: Read what's already on CM. Free.

Add: Write your own message. One quarter.

Respond: Link a new message to an existing one. It's like adding a reply to a specific message. One quarter.

Host: A forum host initiates a forum; names it, chooses the index words, and monitors it for messages that don't belong. Four quarters. (Use the coupon in this brochure to request a copy of the "Forum Host's Guide.")

\<OPTION\>: Options are words enclosed in \<angle brackets\>. They describe actions you can take.

These are arrow keys. Use them to move around the screen, or highlight an option.

⏎ Enter You pick a highlighted option using this key.

F1 This Options key brings up a box in the middle of the screen listing options.

F2 This is the Backup key. Use it to undo your last choice, or erase the screen.

F3 The Help key will explain your choices at the moment.

---

* *Learn more!*

* *Do more!*

[ ] Put me on your mailing list.

[ ] I want to attend a "How to Use CM" workshop.

[ ] My group _____ wants to invite a CM representative to speak.

[ ] I want to volunteer at CM. Skills/interests_____ _____

[ ] I want to host a forum about _____. I've enclosed a self-addressed, stamped envelope for the "Forum Host's Guide."

Name: _____

Address: _____

_____

Phone: day ( ) _____

night ( ) _____

Mail to:
The Community Memory Project
2617 San Pablo Ave.
Berkeley, CA 94702

Mass communications media tell everybody what a few people have to say, and don't give you a chance to talk back, much less talk to each other. COMMUNITY MEMORY wants to change that. We are placing public computer terminals through which people can freely share information unmediated by censors.

Community Memory allows people with no previous computer experience to enter messages, find messages entered by others, and enter responses to what they see. Messages are cross-indexed to related subjects to help people make connections.

Community Memory helps people get in touch with one another. You can use it to find housing, childcare, or people to play softball with. It is also a forum for expressing your views on subjects ranging from local politics to science fiction.

The Community Memory Project is a non-profit corporation interested in the social impacts of computer technology. We have been in existence since 1976, and have been operating a small prototype of Community Memory in Berkeley with five terminals since 1984.

The Community Memory Project is happy to announce that we are expanding. We will be adding a number of new terminals and new features to the existing system. We welcome your ideas concerning this expansion. How could the system best meet your needs? What are the best locations for terminals in your community?

Community Memory

- **Read and Add Messages**
- **Make a connection**
- **Share your ideas**

Hmm, EVENTS and MUSIC...

Find all the messages about childcare in Berkeley

Let's see, what shall I say... "For sale, used truck..."

Wonder if POLITICS and HOUSING will find more RENT CONTROL messages

Oh, great, a list of recyling centers!

For more information or to subscribe to our newsletter call (415) 841-1114 or write us at:

The Community Memory Project
2617 San Pablo Ave.
Berkeley, CA 94702

COMMUNITY MEMORY is a unique model for an information utility, designed from the ground up as a tool for full participation. Full participation means removing economic, educational, and cultural barriers to the use of the system, and allowing each user full expression. We achieve these goals with a carefully constructed combination of features:

- support for publicly-located, coin operated terminals. Use is not limited to those who own terminals and modems.

- a simple, intuitive, visual user interface. People can operate Community Memory without prior computer experience.

- full integration of messaging and databases. Community Memory is a two-way, many-to-many communications tool. Unlike most conferencing systems, Community Memory is designed as a database, so that information on any subject from a wide variety of contributors can be located quickly.

- orientation to casual, "drop in" use. The database orientation, public terminals, and absence of registration requirements let anyone use the system on an "as needed" basis. This contrasts with the subscription approach of most on-line information systems.

- customizable & multi-lingual interfaces. Community Memory's user interface is stored as part of the database, and multiple simultaneous interfaces are supported. This feature can be used to provide the interface in a number of languages, or to customize versions for particular applications. Indexing systems for different interest areas are also independently customizable.

- cost-effective architecture. A workstation/server architecture using local intelligence to handle all user interface functions delivers a high quality user interface at a low per-user cost. Community Memory software supports two to five times the number of users as conventional architectures running on the same hardware.

THE COMMUNITY MEMORY PROJECT is a California

non-profit corporation, dedicated to studying and promoting the use of new technology in community development. The current system is the result of eleven years of research and development, including a four year public trial. Public operation of the new system will begin in Berkeley in July 1989.

The Community Memory Project is also working in partnership with various groups to establish networks in other settings based on this technology. These include institutional systems, subscription dial-in systems, and city-wide systems both in the U.S. and abroad. Please contact us for further information, or to inquire about a particular application.

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The long-heralded explosion of advanced telecommunications services is happening all around us. At best, it is **a lopsided revolution**. Vast business and government networks transport data, voice conversation and video images globally, on-line databases provide professionals with specialized information in all facets of work. Consumer services for home computer owners proliferate. Meanwhile, community and grassroots organizations often lack the resources and tools to gather, maintain, share, and disseminate the very information needed to be effective and influential within their own communities.

Disenfranchised citizens, dropout youths, un-employed and under-employed workers, and most senior citizens have little or no access to, or working knowledge of, technologies which increasingly draw the line between those who fully participate in society and those who do not. Whether the importance placed on information will in time be seen as a positive or negative development will greatly depend on the success Information Age technology has in addressing social issues and allowing popular participation.

We believe that **people are essentially village dwellers**, living best in settings where they understand the past, are part of a diverse and prosperous present, and have the opportunity to partake in the planning and shaping of the future. To accomplish this, we began designing telecommunications software tools specifically for the community setting.

Community Memory software tools:

1) Allow ready **access by anyone** in the community;
2) Are **easy to use** and comprehensible to computer novices;
3) Serve as a practical resource and as a **connection device** for people with special knowledge, talents, or interests;
4) Allow casual users to locate **specific information** quickly, easily;
5) Allow users to **contribute and index** their own messages;
6) Encourage citizens to **participate in public dialogue**;
7) Are **inexpensive** to install, administer and sustain;
8) Easily **translate into any language**, and support multi-lingual use.

Our first 'pilot' network consisted of five public terminals operated continuously from 1984 to 1988. A second-generation Community Memory is in the installation process. The first four terminals are already in place at the Berkeley Public Libraries. Ten sites will be operational by 1990.

ABOUT THE EQUIPMENT

We don't mean to give the impression that we are a bunch of refugees from Star Trek playing around with dazzling super-machines which none of you will ever understand.

We got the computer as a donation because it was obsolete in "normal use". It's an old clunker, dependable but clumsy, like a 1947 Ford. Various sections of it were designed between 1961 and 1967, and it was all haywired together in just short of a haphazard fashion. Just recently we found some wires that had been left out. It works better now that we put them in.

The high-speed printer really works pretty slowly, and the computer has to give it the information 64 times before it squeezes out a line. Our mass storage disk device is new, but made for little table-top size computers. We had to build an adapter to make our beast behave like one of those as far as the disk is concerned. It's an unusual way to solve the problem, but it saved money.

We had to build a special room for the computer, provide a large air conditioner, and keep kids out of it. The floor of the room slopes and we couldn't afford false flooring, so the cabinets of the machine lean against each other at odd angles. An earthquake might prove a problem.

We do our own maintenance, and are still learning, so there may be delays which are not absolutely necessary at times.

Here and there when we were setting up shop an "expert" or two told us that we couldn't do it because we weren't polished enough. We obviously were too dumb to believe them, so we went and did it anyway.

<div style="text-align: right">

Lee Felsenstein
Chief Engineer

</div>

COMMUNITY MEMORY
IS

An attempt to build the communications system of an alternative economy.

An experiment with putting computer technology to a humane use.

WHAT?

Concretely, C.M. is publically available electric typewriters(terminals) connected by telephone to a computer in San Francisco. Messages can be placed in the computer's memory from a terminal, catalogued by the author like a book in the library, then retrieved from any other terminal by someone needing that information. The messages can be anything you can type, poems, stories, data, schedules, thoughts, notes .... They are retained in the computers memory as long as useful. Thus it is a means for people all about the Bay to share their ideas, sources, and resources.

WHY?

1) Curiosity-play: to see how easy shared communication affects us.

2) Hope: buried under all the corrupt layers of the american economy there is a tiny segment made up of garage sales, splitting the gas to LA, used bikes, communes, and labor exchange. An economy of sharing, reuse, and recycling, with less waste and much less money than the sick flesh around it.

This economy is based on thousands of little units of info--cards, posters, notices--assembled or dispersed in dozens of channels - bulletin boards, switch boards, telephone poles, people-directories. Each has its own difficulty or ease of access, its own field of vision, its own "public". And, of course, information degrades-- bikes get sold, people move, and keeping your channels unclogged by expired garbage takes time and labor for each. The multiplicity of channels for information is itself a constipating factor, inhibiting the growth of our modest counter-economy.

Community Memory is a channel that would enable us all to share our information and divide up the task of maintaining it. We could merge all the different lists of who can do what, who has what, who needs what, who knows what, making the information more useful and therefore more used.

HOW?

We are trying to make terminals available to groups dealing with such information so they can share it. We are establishing centers where people can come and use the computer directly and at which there will be people experienced with Community Memory who can help maximize its usefulness.

Hardware costs money, so we are designing our own to make it cheaper, looking for grants and contributions to help expand the system; and experimenting with charging small sums for commercial information, information which causes money to change hands, in order to make the system self supporting. We also need the help of interested people and groups. Most of all we need people to add their knowledge to the pool.

WHEN and WHERE?   NOW! HERE!
A pilot terminal has been setup at Leopold's Records on Durant just above Telegraph Ave. in Berkeley. It operates 12 to 6 monday through saturday. More permanent information centers are in the process of being set up now.

WHO?
This is being done by Resource One Inc., a non-profit collective whose function is making the technology serve the human community. We've managed to obtain control of a large time-sharing computer (XDS 940) which we maintain for people with good uses. Currently, in addition to Community Memory, we are doing a computer-updated Social Services Directory for SF, mailing lists for worthy groups, models and studies of SF services and structures, and educational projects. If you have a good need for a computer, ideas, or want to help, the machine and people who tend it are at 1380 Howard St. in Project One. The phone is UNITONE (UNITTWO for the computer).

Most of the work on Community Memory is being done out of the Berkeley office at 845-4736 (but we work weird hours so if you can't get us either leave a message in SF or stop by the terminal at Leopold's).

WHAT IS COMMUNITY MEMORY?

This computer terminal is part of the COMMUNITY MEMORY system. This terminal and two other terminals are connected to a computer located in a warehouse in West Berkeley. The computer is programmed to store messages that people type in at the terminals. It cross-indexes the messages by subject matter, and will display all of the messages on a given subject on request.

WHAT IS IT GOOD FOR?

Community Memory can help people get in touch with one another. For example, you can use it to find someone to buy your car, or to find people to play softball with. It is also a forum for expressing your views, and for acquainting yourself with the views of others. We hope that Community Memory will become an important archive of community history and a constantly updated directory to local resources.

HOW DID IT GET HERE?

The system was developed and installed by The Community Memory Project, a group of people concerned about the social impacts of computers and communications technology. We believe that people can use computer technology to create an alternative to the highly centralized information delivery by the mass communications media, which tell everybody what a few people have to say, and don't give you a chance to talk back, or to talk to each other.

Large corporations are now planning and developing public information systems, but they are designed to sell goods and services rather than to encourage communication. In fact, they deliberately blur the distinction between advertising and information.

We want to counteract this powerful and dangerous trend. That's why we donated the time and money to create this demonstration of a decentralized, community-controlled communications system.

WHAT HAPPENS NOW?

Over the next few months, we'll be evaluating and improving the system and forming a local organization to operate and maintain it. We'll also be contacting interested groups in other cities, and providing them with technical and organizational assistance.

WHO PAYS FOR IT?

The Community Memory Project is a non-profit organization. It is now seeking donations to support this pilot system for the first few months. Coin boxes will be attached to the terminals in order to test various ways of charging for system use. We will seek sponsors in the community in order to raise the funds for further expansion.

When we have more terminals operating, the Community Memory system will be self-supporting. But we need funds to get it started and pay for its development.

HOW YOU CAN HELP

We need many volunteers to help on the Project. If you would like to work with us, give us a call at (415) 841-1114. In any event, please try the Community Memory and let us know what you think about it. Tell your friends!

For a future on our own terms,

The Community Memory Project

The Community Memory

NETWORK

What's New with the Collective Mind

Two thousand people each month use Community Memory to share ideas and inspirations, exchange goods and services, meet, talk, gossip, debate and support each other. Since we launched the network last February, we've watched a variety of people use Community Memory in ways which have surprised and delighted us.

Community Memory encourages you to break free from simply being an information consumer. Instead, you become an active participant in a growing information and idea exchange. You discover that in some forums you're the expert — and in others, there are issues you've never before considered.

Right now, Community Memory is home to 61 forums or discussions, ranging from job listings to debates about the environment to jokes. Seventeen of these forums are hosted by community agencies.

Naturally, a lot of participants use Community Memory as a bulletin board — to post messages about needing a roommate or selling a bicycle, finding a new employee or promoting a babysitting service. Others use Community Memory to track down information

Community Memory participants come in all shapes, sizes and ages. This young poet expresses himself at Milt's Coin Op .

The Muse meets The Memory :

Profile of A Community Memory Poet

Can poetry be an effective means for change? Community Memory participant and active poet, RV Cottam believes so, even in the United States where - "our 'private-profit' lives are fueled, not by unity or common beliefs, but by a 'divide and conquer' mentality".

RV began writing poetry 15 years ago because he decided poetry was an effective way of transforming society. Before that, he'd experimented with various political parties and philosophical theories. But, he came to the conclusion that the things that need changing have to be brought to light in order for a philosophy or party to be effective. Now he uses Community Memory as a tool to share his insight into American society.

"Community Memory has provided me an on-going medium, with the potential of

The Community Memory Project brings together people and groups to share information, resources and opinions. Through the use of an electronic network with ten public access computer sites in Berkeley, the Community Memory Project both encourages and facilitates dialogue, information-sharing, and constituency-building.

New Software Features

We're in the process of implementing new features to make Community Memory easier to use:

Adding Messages Will Be Easier

A single option will allow you to either ADD a new message or RESPOND to the message you're reading. After you type a message, Community Memory will ask you if your entry is a new message, a response or a suggestion.

More Options For Forum Hosts

Forum hosts will be able to pull responses from other forums and add them as messages into their forums. This will make reading debates and on-line conversations more direct, without always having to climb through all the branches of a discussion tree.

Community Memory Accounts

Our 25 cent message fee serves as a filter. Participants have to stop and think if they really want to add their message to Community Memory. To encourage our ongoing participants, we're setting up a system to give 'accounts'. These could be used in several ways: 1) users could send in money which would be 'credited' to their account and then they wouldn't need a quarter every time they wanted to leave a message; 2) forum hosts could receive a certain number of free messages to help vitalize their forum, or as compensation for hosting a forum; 3) enthusiastic participants could be rewarded with free messages (kind of like the frequent flyer program); 4) we could start a Message of the Week contest and award free messages to the winning author.

Any ideas on how to best distribute these accounts? Your suggestions on how to improve Community Memory are not only welcome, but encouraged.

Muse and Memory (con't.)

being alive on a day-to-day basis," RV told us. Traditionally, publishing can be such a lengthy process. Topical work can become outdated before the reader sees it. With Community Memory, ideas and messages are published as soon as they are posted.

RV hosts the POETRY II forum where local poets, like Jack Hirschman, Julia Vinograd and John Hatch, regularly publish their work. This open and diverse forum can be found under the <discussions> topic, with The 5 C's as it's subheading. The 5 C's are RV's goal for this forum - "communicate conscience and consciousness of community creatively".

Of utmost importance to RV, is encouraging poets to write. As a founder of the Mature Poets group - which meets weekly at the North Berkeley Senior Center - RV makes regular and concerted efforts to support new poets, and to give and receive feedback from the more seasoned poets.

"Words are tools to communicate thoughts and feelings, therefore all those who write anything are poets. Not everyone is a good poet, but everyone is a poet." And, according to RV "good" poetry is not what it's about, really. Expression and investigation are more important. "So, it doesn't matter if you use pen and paper, a typewriter or a computer keyboard. It's the thoughts that are important because they can bring change," RV argues.

RV encourages writers of all persuasions to post poetry, stories and ideas on Community Memory. Because he hopes to eventually publish a printed anthology of poetry from his forum, include your name and address (or phone number, but not both) with your poetry, so that you can be contacted.

- YaVette Holts

Coming In The Next Issue of Network.....
Inside The Memorial :
The making of the Alameda County War Memorial

What's New (con't.)

from local institutions - to scan the Berkeley City Council agenda, to find social service information for seniors or homeless people. Political alerts about the tuna boycott, Redwood Summer, Operation Rescue and war in the Middle East have dotted the net.

But Community Memory is more than a bulletin board. It's a direct line between two people, between an individual and the community, and between communities.

Berkeley's cable TV consultant answered queries from cable subscribers as part of her community needs assessment. An Ecology Center Board Member fielded questions about recycling. Country Joe McDonald has pulled together a group to create an interactive Veteran's Memorial. The *East Bay Express* saluted our <Jokes> forum. (A reader's favorite joke: "What are the two types of Alaska salmon?" "Regular and unleaded.")

At the Community Memory office, there have been more changes. Tom Nemcik, who for two years served as Project Director, is now instigating environmental activism. Will Thomas, a longtime Community Memory volunteer, has come on staff as a programmer. YaVette Holts has been hired as Outreach Coordinator. Her goal is to double usage at the public terminals in the next year. Evelyn Pine is now Executive Director.

Since 1973, we've been bringing communication tools to a wide range of people. This new ten-terminal, public access network puts these tools in the hands of homeless people, seniors, youth and low income people.

This year we intend to offer dial-in access to Community Memory, so individuals and local groups can more

:BUZZWORDS:

Community Memory activists do much more than hack away at computers ....Recently, **Country Joe McDonald** joined the ranks of CM forum hosts. He'll be hosting the **Alameda County War Memorial Project** which will list all deceased and MIA veterans from Alameda county. Friends and relatives are encouraged to participate by adding messages about their loved ones. Volunteers are needed to help 'build' the memorial. Anyone interested should contact Community Memory for more details.....**Greg** **Williamson,** a Community Memory "sysop", was honored, along with the entire *Processed World* magazine collective, by the Bay Area Media Alliance for outstanding community journalism. Their new book, Bad Attitude, is now on the shelves of Berkeley's better book stores.......**Sandy Emerson**, Director of Technical Publications for Sybase, gave a presentation on "Community Memory: Democratic Telecommunications in Action" at the national conference of the Union of Democratic Telecommunications....Richard Weiss, longtime Community Memory supporter, was elected President of the Board at the November board member's meeting.

Let us know what you're up to. Leave items on Community Memory or drop a line to YaVette Holts, Community Memory Project, 2617 San Pablo Avenue, Berkeley, CA 94702.

Very, very interesting! I'd like to receive more information on Community Memory.

CLIP AND SEND

Name _____
Street Address _____
City, State, Zip _____
Phone _____

Send to Community Memory Project at 2617 San Pablo Avenue, Berkeley, CA 94072

I'm especially interested in:

☐ hosting a forum ☐ hands-on training
☐ using CM from home ☐ tax-deductible donations

OFF-LINE

Community Memory stalwart, "flipper", hosts the <Bioforum> where participants discuss everything from gardening to deep ecology to infighting and factions. Network asked the articulate cetacean for his view of Community Memory.

The thing I like best about this software is the new literary form it's spawned. Little 50 line packets networking back and forth, branches upon branches. One comment giving way to 75 messages in a response chain only three layers deep says that we've gone a bit past the "call and response" method of conversation. Instead, we have this cascade of words breaking and getting larger and wider with each step. And me, I enjoy surfing along on that shockwave.

Community Memory is, to me, an idea that is *almost* more exciting in its potential than it is in its present state. That doesn't mean that I'm not thrilled with the way it is now. But somehow, there is only a hint of the magnitude of the yet-to-be-tapped potential within CM. Imagine...a cheap and egalitarian mode of mass communications with twice as many locations and colorful "hold my hand while I figure this thing out" screen graphics - that's the kind of potential I see.

Plug Into What's Happening - Become a Community Memory Volunteer!!

Outside of that, there isn't much I'd change about the system as it is. I think the primary barrier that stands in the way of greater public use is a basic fear of computers, not flaws in the way the system is set up. It reminds me of those people who take 10 or 15 minutes just to get $20 out of their ATM. It's just fear that they'll do something wrong.

The <BioForum > can be found under the topic words <discussions> or <environment>.

Collective Minds (con't.)

easily access this community-created file cabinet. As always, we believe the more of our heads we put together, the more compelling and pertinent this collective mind — this Community Memory — will be.

-Evelyn Pine

There are 10 Community Memory Locations

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  2299 Piedmont (at Bancroft Way)
- **North Berkeley Senior Center**
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- **Milt's Coin-Op**
  3055 Telegraph (at Webster)
- **Milt's Coin-Op II**
  2483 Hearst (at Euclid)
- **Ecology Center Complex**
  2530 San Pablo (bet. Parker & Blake)
- **S. Berk. Nghbrhd. Devel. Corp.**
  1767 Alcatraz (near Adeline)

Community
Memory

Address Label Here

Printed on recycled paper

Expanded Access

Take Us Home

A lot of you have been asking us to
let you participate in Community
Memory from your home. You want
to tap into the 100 plus discussion
and information forums on Commu-
nity Memory from your living room.

We're now gearing up to offer Ex-
panded Access to our public access
information and opinion exchange.
You'll be able to zero in on local
information, yak with other mem-
bers of the CM community, and
share your own ideas and opinions
about any topic you choose — from
your home or office.

To help underwrite the costs of
managing our nonprofit public
network, the Community Memory
Project will eventually provide dial-
in disks on a subscription basis.
Before we can do that, however, we
want to test our Expanded Access
software.

We're now ready to begin testing
and we need your help.

To participate you need a PC com-
puter, a modem, and a willingness
to tap into Community Memory at
least once a week, reading forums
and leaving messages. Naturally,
we'd be delighted if you decide to
host a forum or provide a lot of
information on-line.

*Student Leader Kuang Hwong gives a friend a few hints on the finer points of
using CM, at the South Branch.*

Bridging The Gap

Operation: In Effect!! Helps Young People Get Heard

Imagine that you're teenager (again?).
Isn't one of your biggest obstacles finding
the places that offer services or goods
truly fashioned to your liking as opposed
to what your parents or other adults
decide is best for you? Finding places
where you can be heard, where your
opinion matters is difficult, if not impos-
sible. Sure, there's a lot of places that
claim they know what you like - but, more
often than not, those places are run by
adults who do more telling than asking.

This summer, Community Memory faces
this socio-generation gap head on by
bringing in young adults to call the shots.
It's called **Operation: In Effect!!** and ±

**The Community
Memory Project**
brings together
people and groups to
share information,
resources and
opinions. Through
the use of an elec-
tronic network with
ten public access
computer sites in
Berkeley, the
 Community Memory
Project both
 encourages and
facilitates dialogue,
information-sharing,
and constituency-
building.

Expanded Access (con't.)

We're particularly interested in providing Expanded Access to existing groups of individuals who might use the system to share information about a hot issue, work together on an important task, or discuss topics about which they feel passionate. If you and your friends, neighbors or colleagues are such a group, let us know. We'll supply software and support.

To receive a complimentary dial-in disk, please fill out the survey on below and return it to us as soon as possible.

Be forewarned, this is a test. If you have problems with the software or the system, we want to know about them and solve them. We will also be surveying or interviewing you further down the line to get your ideas and feedback.

In the meantime, send back that survey. And have the whole of Berkeley over a couple of times a week - without having to supply the refreshments.

COMMUNITY MEMORY'S EXPANDED ACCESS INTRODUCTION SURVEY

Name: _____ Date: _____

Address: _____

Phone: _____

1. Are you willing to tap into Community Memory at least once a week for two months over Expanded Access?

2. Why are you interested in Expanded Access to Community Memory?

3. Will you be using Expanded Access from your home or office?

4. Do you have call forwarding or call waiting services on your telephone?

5. How experienced are you at using computers?

6. What kind of computer do you use? What kind of modem?

7. What computer bulletin boards and /or on-line services do you use, if any?

8. What do you plan to do with Community Memory's Expanded Access?

9. Do you currently use Community Memory at the public sites? Where and how often?

10. Other comments:

Bridging The Gap (con't.)

provides neighborhood teens with the tools to build the missing link between what's regularly on their menu and what they're REALLY looking for.

Through **Operation: In Effect!!**, young people from all around Berkeley are creating information and discussion forums that directly address their needs and interests. A good example is the Young People's Yellow Pages. The **Operation: In Effect!!** participants (or Student Leaders) research information on city services, organizations and anything else that interests them, then make their own decisions about what will be included in this one-of-a-kind information resource. When finished, the Young People's Yellow Pages will be the first, and probably the only, place built by teens, for teens where they can get the "411" on everything from local events and hang outs to scholarships, jobs & services, and recreation. And that's just the beginning.

Using Community Memory to host the Young People's Yellow Pages and the other forums that will result from **Operation In Effect!!** is a natural. Not only is Community Memory one of the most effective ways of getting the word out, its flexibility makes it a perfect vehicle for connecting the many varieties of youth "styles" in Berkeley. "I like working with the Young People's Yellow Pages," said Student Leader Annetta Harris, "because you get to learn more about the city you're in. And using Community Memory is pretty easy. I'm glad because I was sure it would be difficult since I'm coming into a new surrounding. But, no problems so far!"

The Student Leaders are putting their ideas on the system and then putting their new skills to work teaching

:BUZZWORDS:

You can now contribute money to the **Comnmunity Memory Project** through the **United Way**. When you fill out your employee contribution sheet, list **Village Design** as your designated recipient. The folks at Village Design will direct your hard earned cash to support our public access network. And we'll thank you.... Community Memory welcomes our newest staff addition, System Administrator, **Nancy Kern**. Talk about jumping right in: in addition to updating and maintaining information on the system, Nancy is organizing CM's Expanded Access test program.... The third suggested adjustments to CM's software has been completed and will be running by late July. CM's **Board of Technical Advisors** suggested these changes to make CM even easier to use..... CM's chief programmer en gratis, Carl Farrington, delivered a presentation to the Berkeley chapter of **Computer Professionals for Social Responsibility**. And keeping the ball rolling, he will also speak at the **Alliance for Public Technology**'s Technology of Freedom conference on 7/25 and 26.

Let us know what you're up to. Leave items on Community Memory or drop a line to YaVette Holts, The Community Memory Project, 2617 San Pablo Avenue, Berkeley, CA 94702, (415) 841-11114

The world's greatest ideas start with "What if...?" Plug into Community Memory and explore the possibilities!!

CLIP AND SEND

Very, very interesting! I'd like to receive more information on Community Memory.

Name _____
Street Address _____
City, State, Zip _____
Phone _____

Send to Community Memory Project at 2617 San Pablo Avenue, Berkeley, CA 94702

I'm especially interested in:

☐ hosting a forum ☐ hands-on training
☐ using CM from home ☐ tax-deductible donations

OFF-LINE

Bridging The Gap (con't.)

At Communtiy Memory, there's nothing we like more than someone with a story to tell. Gert Chiarito, a diligent CM volunteer, has a plethora of great stories. Here's just a sample.

In the '50's and '60's when Berkeley was moving fast, I had a late night Folk music program on KPFA. The Midnight Special was not a show for professionals, but a showcase for amateurs with new ideas.

Some of these people became pretty well known, for instance, Country Joe McDonald. When I heard that Joe was brainstorming a Veteran's Memorial with Community Memory, figuring I owed him a couple, I went down to Community Memory's office to see what it was all about and offer my assistance.

I enjoy working on the Vet's Memorial Project with some fine people. I was surprised at how much else is happening at CM, like all the information on community services, the heated conversations that take place over the computer and even the poetry. I'm also surprised at how quickly I've learned to use Community Memory.

I've been lucky enough to see a lot of things come and go. I've watched the times change and the mood of the community change with it. It's true that twenty or thirty years ago, Berkeley was moving fast. I see that coming around again, and I hope to see Community Memory hanging in there for the long haul.

younger kids to use Community Memory. In particular, there's Elbow Room which is a new forum on Community Memory where kids 7-12 are given the space to do their own thing. The particpants are making new friends, gaining computer experience, practicing self-expression and having fun joining in on a bunch of innovative and thought provoking projects. Elbow Room is piloted out of Berkeley Library's South Branch and ties into their summer reading program.

Young people have always managed to find a means of expression - some of which have been more effective than others - and traditionally these means have been counter to mainstream society. Putting Community Memory in the hands of Berkeley youths may provide them with the perfect tool for the new decade while providing some of us "former youths" with much needed insight. We're looking forward to the possiblilities.

There are 10 Community Memory Locations

- **Central Library**
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- **South Library**
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- **Ecology Center Complex**
  2530 San Pablo (bet. Parker & Blake)
- **S. Berk. Nghbrhd. Devel. Corp.**
  1767 Alcatraz (near Adeline)

Village Design
2617 San Pablo Avenue
Berkeley, California 94702

Community
Memory

Everybody's Computer Network

Anybody can use Community Memory -- a community bulletin board created by linking public access computer terminals to a central memory.

You can use Community Memory to browse through events calendars, to find a buyer for your car, to share your feelings about the Greenhouse Effect, or to create a poem or an editorial.

Flexible & User-Friendly

Because Community Memory is a two-way network, everyone can add information by writing messages. You'll connect with aspects of Berkeley you never knew existed -- new people, new ideas, and unique services.

On-Line to All of Berkeley

In addition to reading the messages written by others, you can engage in dialogue, debate, and controversy by responding immediately to any information that you see. Once you write a message at any Community Memory terminal, it is instantly accessible at all the other terminals.

Read thousands of messages for free. Browse through a range of messages or zoom in on messages about a particular subject. Adding a message only costs a quarter.

Community Memory

A public access information and resource exchange

Where to Find Us:

1. **Central Library**
   Shattuck and Kittredge

2. **Claremont Library**
   2940 Benvenue (at Ashby)

3. **South Library**
   1901 Russell(at MLK, Jr. Way)

4. **West Library**
   1125 University (near San Pablo)

5. **International House**
   2299 Piedmont (at Durant)

6. **North Berkeley Senior Center**
   1901 Hearst (at MLK, Jr.Way)

7. **Milt's Coin-Op**
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10. **S. Berk. Nghbrhd. Devel. Corp.**
    1767 Alcatraz (near Adeline)

The Community Memory Project
2617 San Pablo Avenue
Berkeley, CA 9470
(415) 841-1114

A User-Created Information Bank

Because all the messages are supplied by the system's users, the information and ideas on Community Memory are as original and lively as Berkeley.

Individuals aren't the only ones on the system. Local groups use Community Memory to publicize their events and services, to communicate with members, and to solicit new ideas and opinions.

For the Computer Novice Or the Old Hand

Even if you have no previous computer experience, you can learn to write messages, find messages written by others, and respond to any messages that you read. With the help of five color-coded keys -- and hunt-and-peck typing -- you can get in touch with hundreds of individuals and organizations.
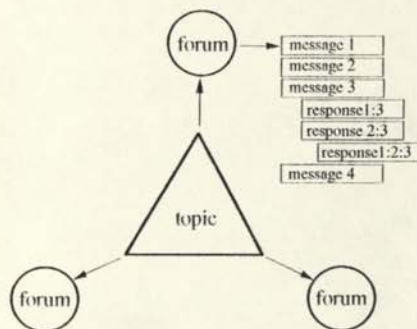
In ten minutes, a friend can show you the basics. Individualized, hands-on training is available to you -- free. Just send in the attached tear-off.

Press Any Key . . .

Getting into Community Memory is easy: press any key. Getting out is even easier: just walk away and the computer will reset itself for the next user. You can also use the <EXIT> option.

Easy-To-Find Information

Once you understand Community Memory's basic structure, the network becomes very accessible.

When you enter Community Memory, you're offered a menu of **topics**. For example, if you pick the topic, <jobs>, a list of forums appears including <help wanted>, <help offered>, <employment services> and <jobhunt publications>. Each **forum** is a grouping of related messages.

Messages -- notes of interest from local groups and individuals -- are the basic unit of information on Community Memory. Messages are linked by **index words** which describe the content of the message.

At the time you write a message, you are asked to attach index words to it so others can find it. You can select index words from a suggested list, or specify one of your own.

Share Your Vision

If there is a subject that particularly interests you, you can set up a forum about it. The City of Berkeley, Berkeley TRIP, and the Berkeley Information Network all host Community Memory forums. Many of the most freewheeling forums, including <pOeT/ tRy>, <Automobiles> and <Q&A>, are hosted by individuals.

Create Your Own Network

The **forum host** structures and moderates the forum. Hosting a forum is a great way to connect with people who share your interests, and creating a forum only costs four quarters. Use the tear-off on this brochure to request a free copy of the **Forum Host's Guide**.

Who We Are

The Community Memory Project is a nonprofit organization, founded in 1977, to explore the potential of universally accessible, low-cost, community communications systems. We consult with visitors from across the country and around the world about making democratic telecommunications a reality. Our first Berkeley-based network linked terminals in Whole Earth Access, La Pena, and the Co-Op Stores. The lessons we learned from that pilot shaped the current system's design. A campus-wide Community Memory is planned for San Francisco State University in 1990.

We Want Your Mind

We are sustained by local imagination, volunteer energy, donations, and grants. To learn more about Community Memory, mail in this coupon.

___ Put me on your mailing list.

___ I want to attend a free, hands-on **Introduction to Community Memory**.

___ I want to know how to get my group's information on Community Memory. Organization name:

_____

_____

___ I want to be an insider and volunteer at Community Memory. My skills/interests include:_____

_____

___ I want to host a forum about the following topic: _____

_____

I've enclosed a self-addressed, stamped envelope for the **Forum Host's Guide**.

Name: _____

Address: _____

_____

Phone: _____

Mail to: Community Memory Project 2617 San Pablo Ave., Berkeley 94702 (415) 841-1114

Community Memory

2617 San Pablo Avenue, Berkeley, California 94702   415-841-1114

Forum Host's Guide

Welcome to Community Memory and thank you for your interest in becoming a forum host. If you have questions that aren't covered in this manual, please call or write the education/outreach coordinator, or use the <SUGGESTIONS> option at a CM terminal.

What is Community Memory?

Community Memory is a public bulletin board, similar to the corkboards found in some laundromats and grocery stores. Ours, however, uses a computer and is designed as a two-way system; we encourage responses to messages and dialogue between users.

Unlike other videotext services, The Community Memory Project, the non-profit corporation that created and operates the CM system, does not provide information. The messages that appear on CM come from the users. This makes CM unique. It is as interesting, as lively, and as accurate as the users make it.

What is a forum host?

Forum hosts create categories for grouping messages. For example, a corkboard may be divided into sections for selling cars, advertising for roommates, posting meeting notices, etc. CM has similar divisions. We call these categories *forums*.

Forums have two purposes. First, they organize the messages. Second, they attract new (and old) users who want to discuss that topic. And since a muddled system without any messages wouldn't be used, this makes the forum hosts the most important people on CM.

What do I have to do?

Your job is mostly organization. You will provide a structure that makes it easy to find messages about a certain topic, and about sub-categories within that topic. You don't even have to write messages if you don't want to.

You are responsible for naming the forum and defining those sub-categories. We call the list of sub-categories *index words*. Index words are the smallest division in CM. Each person who writes a message has the opportunity to index it. You're also responsible for keeping the messages in your forum relevant to your topic.

The *topics screen* is the second screen you see upon entering CM. It consists of a list of topics, each enclosed in *angle brackets* (<>). Topics group forums, just like forums group messages.

A *message tag* is a five letter code (i.e. #abcde) identifying a message. It can be used to access a message directly. Everything in CM, including forum and author descriptions, is stored as a message.

Creating a forum

On screen	Your action
1) The topics screen	Press F1
2) Options menu	Choose <ADVANCED>
3) Another options menu	Choose <CREATE>

You'll now be led through a series of screens, described below, asking for information about your forum. It will help if you've done some preparation, although most items can be edited. Browse other forums for ideas.

The four screens, in the order they appear, ask for:

    1) *author name;*
    2) *password;*
    3a) *forum name:* shorter is better. Can't be changed;
    3b) *forum description:* will be truncated if longer than a line;
    3c) *index words:* CM will display what you enter here exactly as you entered it, so use the editing features to order and format the words. You have 15 lines with which to work. Remember to place angle brackets around each index word, so the computer can recognize it as such. Use plain text for comments or sub-headings.
    4) *topic words:* Remember, topic words group forums. The *astronomy* forum, for example, could go under *hobbies* or *science*. Choose <FINISHED> when done.

Editing the forum description and topic words

On screen	Your action
1) Topics screen	Press F1
2) Options menu	Choose <SPECIFY>
3) Typing box	Type *forums* or *cm system*
4) List of forums	Choose the <Forums> forum
5) List of index words for the <Forums> forum	Pick a word which groups your forum
6) Messages containing forum descriptions	Use arrow keys to highlight your forum description
7) Same, one highlighted	Press F1
8) Options menu	Choose <EDIT>

You can now edit the forum description. CM will check that you own it by asking you for the password used to create the forum.

To edit the topic words your forum uses, choose the <INDEX> option that appears in the lower right corner. The same index words list you saw in step 5) will appear. It may look a lot like the topics screen. This is because the <Forums> forum is a unique case in CM. All the topic words chosen by forum hosts become the index words for the <Forums> forum. In order to change the topic words under which your forum is listed, you must index it differently by choosing new index words from those associated with the <Forums> forum.

Purge

On screen	Your action
1) Message list, target message highlighted	Press F1
2) Options menu	Choose <ADVANCED>
3) Another options menu	Choose <PURGE>
4) List of forums	Highlight your forum and press Enter

Include

On screen	Your action
1) Message list, target message highlighted	Press F1
2) Options menu	Choose <ADVANCED>
3) Another options menu	Choose <INCLUDE>
4) Topics screen	Pick topic associated with your forum
5) List of forums	Highlight your forum and press Enter

You must be the forum host or the message's author to use these options. You'll be asked for a password as proof.

Editing the author description

Follow steps 1) through 6) for editing the forum description.

On screen	Your action
7) Same, one highlighted	Choose <ABOUT MSG>
8) Box with forum information	Use arrow keys to highlight author description message tag
9) Same, tag highlighted	Press Enter
10) Instruction box	Add author description message to list of current messages
11) Message list, newest message highlighted	Press F1
12) Options menu	Choose <EDIT>

Editing index words

Follow steps 1) through 6) for editing the forum description.

On screen	Your action
7) Same, one highlighted	Choose <ABOUT MSG>
8) Box with forum information	Use arrow keys to highlight index word message tag
9) Same, tag highlighted	Press Enter
10) Instruction box	Add index word message to list of current messages
11) Message list, newest message highlighted	Press F1
12) Options menu	Choose <EDIT>

Deleting a forum

1) <PURGE> all the messages from your forum.
2) Follow steps 1) through 11) for editing index words.
3) Choose <ERASE> from the options menu.
4) Follow steps 1) through 7) for editing the forum description.
5) Choose <ERASE> from the options menu.

How do I do all this?

First, think of a subject you'd like to host. A forum can be as broad as *astronomy* or as narrow as *Saturn*. Next, sketch some sub-categories within that subject. In the case of *Saturn*, the index words could include *rings, moons,* or *Voyager pictures*.

In the case of *astronomy*, one of the index words could be *Saturn*, since the planet is a subset of the larger category of astronomy. This is not the same as creating a forum *Saturn*, with index words of it own.

Along with *Saturn*, the index words for the forum *astronomy* could include *asteroids, Earth* or *solar wind*. Suppose someone placed a message on the system, explaining this current theory in astronomy: a giant asteroid hit the Earth, raising clouds of debris that blocked the sunlight, causing the dinosaurs to die. That message could be indexed under *asteroids* or *Earth*.

The message could also be indexed under *dinosaurs*. Remember, authors have the option of creating their own index words. Don't expect to think of every possible index word. Just design a set of index words that covers all the areas of the subject you expect or want to discuss in your forum. You may change them later. We recommend you define a feedback, or ask-the-forum-host index word.

All the index words picked by authors, both host-provided and author-created, are placed in a list called user-defined index words. Only the CM system administrator can change the list, and it is updated periodically. This list is a good place to look for inspiration, and to learn which index words are actually being used by authors, so you can reorganize your sub-categories.

Forum hosts also can link messages in other forums to their forum. For example, you're browsing through a forum named *television* and you see a message describing an upcoming PBS show about the birth of galaxies. You, as forum host, can include it in your forum using the include command.

The converse is also true. You can unlink messages from your forum. Suppose someone puts a *for sale* message in your *astronomy* forum. If they're selling a telescope, you may decide to leave it alone. But if they're selling a '69 Volkswagen Beetle, you may want to purge it. A purged message is not erased; only its connection to your forum disappears. We ask that you purge only inappropriate messages, not those with which you disagree.

What if I want to quit?

You have three options. You can advertise within your forum for someone to take over as forum host. Simply give them the password used to create the forum so they can access the tools described above.
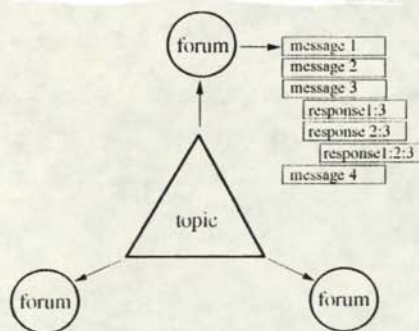
Or you could delete the entire forum. You must first unlink all the messages to the forum, then delete the forum description and the index words messages.

Lastly, you could call us. You're our most valuable resource; we'll try to give you all the support you need.

(See inside for step-by-step instructions.)

Easy-To-Find Information

Once you understand Community Memory's basic structure, the network becomes very accessible.

When you enter Community Memory, you're offered a menu of **topics**. For example, if you pick the topic, <jobs>, a list of forums appears including <help wanted>, <help offered>, <employment services> and <jobhunt publications>. Each **forum** is a grouping of related messages.

Messages -- notes of interest from local groups and individuals -- are the basic unit of information on Community Memory. Messages are linked by **index words** which describe the content of the message.

At the time you write a message, you are asked to attach index words to it so others can find it. You can select index words from a suggested list, or specify one of your own.

Share Your Vision

If there is a subject that particularly interests you, you can set up a forum about it. The City of Berkeley, Berkeley TRIP, and the Berkeley Information Network all host Community Memory forums. Many of the most freewheeling forums, including <pOeT/ tRy>, <Automobiles> and <Q&A>, are hosted by individuals.

Create Your Own Network

The **forum host** structures and moderates the forum. Hosting a forum is a great way to connect with people who share your interests, and creating a forum only costs four quarters. Use the tear-off on this brochure to request a free copy of the **Forum Host's Guide**.

Who We Are

The Community Memory Project is a nonprofit organization, founded in 1977, to explore the potential of universally accessible, low-cost, community communications systems. We consult with visitors from across the country and around the world about making democratic telecommunications a reality. Our first Berkeley-based network linked terminals in Whole Earth Access, La Pena, and the Co-Op Stores. The lessons we learned from that pilot shaped the current system's design. A campus-wide Community Memory is planned for San Francisco State University in 1990.

We Want Your Mind

We are sustained by local imagination, volunteer energy, donations, and grants. To learn more about Community Memory, mail in this coupon.

___ Put me on your mailing list.

___ I want to attend a free, hands-on **Introduction to Community Memory**.

___ I want to know how to get my group's information on Community Memory. Organization name:

_____

_____

___ I want to use Community Memory from my home or office computer. Let me know when dial-in access is available.

___ I want to be an insider and volunteer at Community Memory. My skills/interests include:_____

_____

___ I want to host a forum about the following topic: _____

_____

I've enclosed a self-addressed, stamped envelope for the **Forum Host's Guide**.

Name: _____

Address:_____

_____

Phone: _____

Mail to: Community Memory Project
2617 San Pablo Ave., Berkeley 94702
(415) 841-1114

— FRONT —

Everybody's Computer Network

Anybody can use Community Memory -- a community bulletin board created by linking public access computer terminals to a central memory.

You can use Community Memory to browse through events calendars, to find a buyer for your car, to share your feelings about the Greenhouse Effect, or to create a poem or an editorial.

Flexible & User-Friendly

Because Community Memory is a two-way network, everyone can add information by writing messages. You'll connect with aspects of Berkeley you never knew existed -- new people, new ideas, and unique services.

On-Line to All of Berkeley

In addition to reading the messages written by others, you can engage in dialogue, debate, and controversy by responding immediately to any information that you see. Once you write a message at any Community Memory terminal, it is instantly accessible at all the other terminals.

Read thousands of messages for free. Browse through a range of messages or zoom in on messages about a particular subject. Adding a message only costs a quarter.

There are 10 Community Memory Locations

- **Central Library**
  Shattuck and Kitteridge
- **Claremont Library**
  2940 Benvenue (at Ashby)
- **South Library**
  1901 Russell (at MLK, Jr. Way)
- **West Library**
  1125 University (near San Pablo)
- **International House**
  2299 Piedmont (at Bancroft Way)
- **North Berkeley Senior Center**
  1901 Hearst (at MLK , Jr.Way)
- **Milt's Coin-Op**
  3055 Telegraph (at Webster)
- **Milt's Coin-Op II**
  2483 Hearst (at Euclid)
- **Ecology Center Complex**
  2530 San Pablo (bet. Parker & Blake)
- **S. Berk. Nghbrhd. Devel. Corp.**
  1767 Alcatraz (near Adeline)

The Community Memory Project
2617 San Pablo Avenue
Berkeley, CA 94702
(415) 841-1114

A User-Created Information Bank

Because all the messages are supplied by the system's users, the information and ideas on Community Memory are as original and lively as Berkeley.

Individuals aren't the only ones on the system. Local groups use Community Memory to publicize their events and services, to communicate with members, and to solicit new ideas and opinions.

For the Computer Novice Or the Old Hand

Even if you have no previous computer experience, you can learn to write messages, find messages written by others, and respond to any messages that you read. With the help of five color-coded keys -- and hunt-and-peck typing -- you can get in touch with hundreds of individuals and organizations.

In ten minutes, a friend can show you the basics. Individualized, hands-on training is available to you -- free. Just send in the attached tear-off.

Press Any Key . . .

Getting into Community Memory is easy: press any key. Getting out is even easier: just walk away and the computer will reset itself for the next user. You can also use the <EXIT> option.

An attempt to build the communications system of an alternative economy.

An experiment with putting computer technology to a humane use.

WHAT?
Concretely, C.M. is publically available electric typewriters(terminals)
connected by telephone to a computer in San Francisco. Messages can
be placed in the computer's memory from a terminal, catalogued by the
author like a book in the library, then retrieved from any other
terminal by someone needing that information. The messages can be
anything you can type, poems, stories, data, schedules, thoughts,
notes .... They are retained in the computers memory as long as
useful. Thus it is a means for people all about the Bay to share their
ideas, sources, and resources.

WHY?
1) Curiosity-play: to see how easy shared communication affects us.

2) Hope: buried under all the corrupt layers of the american economy
there is a tiny segment made up of garage sales, splitting the gas to
LA, used bikes, communes, and labor exchange. An economy of sharing,
reuse, and recycling, with less waste and much less money than the
sick flesh around it.

This economy is based on thousands of little units of info--cards,
posters, notices--assembled or dispersed in dozens of channels -
bulletin boards, switch boards, telephone poles, people-directories.
Each has its own difficulity or ease of access, its own field of
vision, its own "public". And, of course, information degrades--
bikes get sold, people move, and keeping your channels unclogged by
expired garbage takes time and labor for each. The multiplicity of
channels for information is itself a constipating factor, inhibiting
the growth of our modest counter-economy.

Community Memory is a channel that would enable us all to share our
information and divide up the task of maintaining it. We could merge
all the different lists of who can do what, who has what, who needs
what, who knows what, making the information more useful and therefore
more used.

HOW?
We are trying to make terminals available to groups dealing with such
information so they can share it. We are establishing centers where
people can come and use the computer directly and at which there will
be people experienced with Community Memory who can help maximize its
usefulness.

Hardware costs money, so we are designing our own to make it cheaper, looking for grants and contributions to help expand the system; and experimenting with charging small sums for commercial information, information which causes money to change hands, in order to make the system self supporting. We also need the help of interested people and groups. Most of all we need people to add their knowledge to the pool.

WHEN and WHERE? NOW! HERE!
A pilot terminal has been setup at Leopold's Records on Durant just above Telegraph Ave. in Berkeley. It operates 12 to 6 monday through saturday. More permanent information centers are in the process of being set up now.

WHO?
This is being done by Resource One Inc., a non-profit collective whose function is making the technology serve the human community. We've managed to obtain control of a large time-sharing computer (XDS 940) which we maintain for people with good uses. Currently, in addition to Community Memory, we are doing a computer-updated Social Services Directory for SF, mailing lists for worthy groups, models and studies of SF services and structures, and educational projects. If you have a good need for a computer, ideas, or want to help, the machine and people who tend it are at 1380 Howard St. in Project One. The phone is UNITONE (UNITTWO for the computer).

Most of the work on Community Memory is being done out of the Berkeley office at 845-4736 (but we work weird hours so if you can't get us either leave a message in SF or stop by the terminal at Leopold's).

CAR POOLS AND RIDES--A data base called RIDES exists in Community Memory, in which you can list yourself as wanting to share driving/riding from home to work and back, as well as longer trips from city to city. You can match yourself with other people by specifying the location you are leaving by zip code and the times you are leaving and returning.

LEARNING EXCHANGE--The general community memory data base, called COMMUNITY is becoming a tool for knitting together the Bay Area as a learning community, by providing the means for storing and quickly retrieving messages on people who want to learn together, people who can teach stuff, people who give good guidance, as well as on groups, places and tools for learning and exploring. A data base called EXCHANGE exists as a means for ongoing feedback and dialogue on this process, so we can all participate in growing it.

WHAT IS COMMUNITY MEMORY?

This computer terminal is part of the COMMUNITY MEMORY system. This terminal and two other terminals are connected to a computer located in a warehouse in West Berkeley. The computer is programmed to store messages that people type in at the terminals. It cross-indexes the messages by subject matter, and will display all of the messages on a given subject on request.

WHAT IS IT GOOD FOR?

Community Memory can help people get in touch with one another. For example, you can use it to find someone to buy your car, or to find people to play softball with. It is also a forum for expressing your views, and for acquainting yourself with the views of others. We hope that Community Memory will become an important archive of community history and a constantly updated directory to local resources.

HOW DID IT GET HERE?

The system was developed and installed by The Community Memory Project, a group of people concerned about the social impacts of computers and communications technology. We believe that people can use computer technology to create an alternative to the highly centralized information delivery by the mass communications media, which tell everybody what a few people have to say, and don't give you a chance to talk back, or to talk to each other.

Large corporations are now planning and developing public information systems, but they are designed to sell goods and services rather than to encourage communication. In fact, they deliberately blur the distinction between advertising and information.

We want to counteract this powerful and dangerous trend. That's why we donated the time and money to create this demonstration of a decentralized, community-controlled communications system.

WHAT HAPPENS NOW?

Over the next few months, we'll be evaluating and improving the system and forming a local organization to operate and maintain it. We'll also be contacting interested groups in other cities, and providing them with technical and organizational assistance.

WHO PAYS FOR IT?

The Community Memory Project is a non-profit organization. It is now seeking donations to support this pilot system for the first few months. Coin boxes will be attached to the terminals in order to test various ways of charging for system use. We will seek sponsors in the community in order to raise the funds for further expansion.

When we have more terminals operating, the Community Memory system will be self-supporting. But we need funds to get it started and pay for its development.

HOW YOU CAN HELP

We need many volunteers to help on the Project. If you would like to work with us, give us a call at (415) 841-1114. In any event, please try the Community Memory and let us know what you think about it. Tell your friends!

For a future on our own terms,

The Community Memory Project