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NATIONAL ACTIVITY PROFILES

National Activity Profiles would be an ordinary corporation, organized for a multi-media exploration among a large exact cross-section of the American people, to produce materials in education and communications for sale to companies, agencies, school systems, and individuals. Six thousand respondents (4 times usual samples) would be interviewed in their typical environments about the most important features of their lives, recorded in voice, film, and writings for over an hour by specially trained 3-person teams.

Many areas of knowledge, ranging from anthropometry of head shape, gesture, and dialect to the zoology of domestic pets and pests, would benefit from the resulting artistic, social, occupational, education, and economic analyses. From the most advanced techniques of data collection, storage, retrieval, and manipulation, a large body of varied goods and services would be produced for sale.

In its first ten-year cycle, for example, the Company would produce classroom wallpaper picturing the American people in their exact totality (potential gross \$10 million); books on the people of all regions and major industries (\$10m); data services to business and industry (\$5m); research and data services to scholars, government offices and foundations (\$5m); a network television serial (\$10m); film strips and movies (\$5m); consulting services to business, foundations, government and schools on program planning and policies (\$3m); and creation of a Dyna-Museum of the American People for a metropolitan center and malls (\$15 million).

Gross receipts over a ten-year period may total from \$20 to \$80 million, in a projected curve humping in the fourth year, and registering annually from \$1 to \$20 million. Investment required would be \$2 million cash, \$2 million in loans from corporations, unions and foundations, and \$2 million in pre-production contracts--altogether over a 3-year initial period. Profits might average 35% before taxes over the decade. If successful, a second ten-year cycle might be inaugurated, using technology now developing, such as holography. If not successful, the company might sell out and fold, branch out, or sell or give its product to the U.S. government for custody, perhaps by Congressional action or Smithsonian or other agency purchase.

The Board of Directors might represent, among others, major industrial segments such as transportation, leisure, machinery, communications and agriculture; and related knowledge disciplines such as economics, arts, sociology, anthropology, and literature.

The enterprise will earn a profit. It will be unprecedented; it will be the greatest single burst of social knowledge in recent history. Its scientific appeal is wide-ranging. Its data-bank will remain forever a national treasure as a portrait of the American people at this stage of history. The enterprise will help the American people (and, by inference, their leaders) to establish an image of themselves, to discover their identity in anticipation of a period of domestic and international turbulence during which we must know and understand ourselves to work together.