Work Group Summary
11.   External Communications Workshop

Overview:
- Communications a key word not 'External' per se..; also the word 'Subud' in the WP title has marketing implications..;
- Ibu's advice (including the letter via Raymond Lee) re.being present..; '...be willing..quiet..; open..don't promote Subud.. etc.';
- Recognition of there being a variety of situations & contexts requiring our response on 'what is Subud?'..;
- It is still valuable to have different sources to draw on to support alongside personal explanations..;
- Including information in multiple formats & cultural contexts – includes SNAP process (elevator-pitch/comments/sound-bites for certain contexts); flyers; or micro-packets of key information..;

Implications:
- Range of response capabilities based on our individual/contextual initial inner response 'what is needed here?'; check this inner guidance on need first;
- Develop/make available a full array of information 'tools' from SNAP/micro-packet for passing media/similar interest to full explanations/project profiles etc.required by government, interfaith or individual applicants/members;
- Need for Consistency – to be Consequent..; i.e. to relate to our experience and of course evidence of Subud's work in the world;

Points of Reference:

Content, format;
- Susila, budhi & dharma..; Subud demonstrating and being about good human behaviour..;
- Manusiah – for all mankind; 'back to God..'; again defining our purpose in Subud and with the latihan
- Being normal..; creating space, avoiding labels where possible;
- Recognizing that there is a need to be centralized-decentralized; defining Subud's integration-diversity..; we need to be flexible so the diverse 'Information Toolkit' is much needed;

Toolkit:
- From SNAP-brand-dashboard-etc. ; portals..also a major new all embracing portal..; what form would this take to be able to access al existing websites, databases, media/movies, testimonials etc.?;
- Also a need now for basic PR public relations functions..formal communications process for Subud profile following Congress 2010 'Barking Dogs..' misconception/perceptions/agenda-hi-jacking..; need to be able to support our hugely diverse informal communications..;
- We need new tools & a new frame of reference for Communications;
- Need to encourage role-playing..; fresh visits to Bapak's advice..;
- Can we try & do this while we are together at the 2012 WSC in Vancouver?;

Goals:
A. Profile Subud,
- Who are we?; need for simplicity; common ground reality; being 'normal..'!;
- Examples of our work in the world..; we have far more to reference that we realize or have the means to showcase when asked!;
- SDIA..UN links..; projects in Kalimantan etc.; interfaith credentials supporting WSA/SUSA trademark applications in the US where past interfaith credentials played an important part in securing our renewed Subud trademark applications in 2010-11..;
- Rio 2012..; what is our profile in such contexts?;

B. Define + Protect Subud's name/reality;

- Websites; publications; WSA core duty/obligation to protect the good name of Subud in all media; including monitoring websites, malicious references etc.; Maya Korzybzka/Matthew Weiss WSA do this informally;
- Protect the good name of Subud via reference to WSA's Annual Report/AR; excellent websites such as SWN..; SV..etc..;
- Annual Report accessible to both internal AND external users..; being open to both contexts..;

Recommendations:
- To develop Subud profile(s) that follows on from the 2010 Congress resolution calling for a 'Communications Toolkit' combining elements of information on Subud in may formats pertaining to Subud in different cultural and formal/informal formats; that has begun to be assembled..; but now needs to be championed + pulled together with more focus & urgency..;
- (implied) To create a portal (interconnecting websites etc.) that connects people outside Subud with the reality of Subud's work in the world;
- To develop a policy framework that interconnects all forms of communications in Subud;
- To develop a more formalized web/media monitoring process in the WSA to protect but also correct misconceptions relating to the name of Subud;

Ex.WSC WP context: from the WSC Overview to members June 27th:
- (request) To create a master portal (interconnecting websites etc.) that connects people outside Subud with the reality of Subud's work in the world;
- To consider adopting a policy that includes a policy statement(s) on environmental stewardship + sustainability
- (both from AG/member feedback following the WSA chair Overview presentation touching on Subud Communications');

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