

PEOPLE COUNT: CRAFTING CHANGE

TC	VISUAL	DIALOGUE
01:00:00	pan across women working on crafts	Barbara Pyle: Crafting a better life . . . These women are doing just that
01:00:07	CU of button be painted	. . . What's their secret? Its all in their "Mark".
01:00:11	People Count Intro.	MUSIC
01:00:30	Jane seated in studio	JANE FONDA oc: Hi I'm Jane Fonda. Welcome to People Count. What's the key to this better life? Having a job that you enjoy is a good starting point. What qualities do you need to get the job?
01:00:47	Zoom to Jane	Many require your "cooperation"... They're cooperatives... People working in partnership, and sharing profits.
01:00:52	Sideshot	Cooperatives, also called collectives, can be found around the world in places like rural Jamaica... India... and the Philippines.
01:00:58	Music, slides of Barbara	Photojournalist and filmmaker Barbara Pyle discovered one in the United States.. A Co-op whose members are making their "mark" nestled amidst the corn and oats in Camden County, North Carolina...
01:01:07	graphic of globe	
01:01:11	CU of caged puppies (music) then boat going under bridge	
01:01:20	WS of schoolbus along countryside	
01:01:23	PAN over coast	BARBARA: This sleepy

01:01:27 Million road signs southern town is getting a wake-up call that's rousing residents from every direction.

01:01:30 quick shots of "Watermark"

01:01:44 crafts and people working GEORGE: You don't have to be reactive all of your life. You can be proactive. You can take charge of your future, and that's what people are seeing that I don't have to be a pawn of fate. I can do it myself.

01:01:57 outdoor interview, Barbara with George and Carolyn BARBARA vo: George and Carolyn McKuen run a crafts collective in a community where cows outnumber career opportunities 20 to 1.

01:02:05 B-roll of George and Carolyn walking then pan across cows CAROLYN oc: The job opportunities are just not in Camden. They're not in any of the rural towns that we're working with through out the nation. Um, job opportunities are very small, and ah when there is a job opening its usually taken by one of the men before the women. Um, that's just the way it is.

01:02:14 MS Carolyn

01:02:24 B-roll of men working in field GEORGE oc: There's that glass ceiling you here about all the time, its really here, and its more of a steel ceiling.

CU George

01:02:28
B-roll of farm workers
CAROLYN vo: A lot of our people have lost their farms. Um, and they're used to working with their hands because of that, so uh, it its just a good tie in.

01:02:38
b-roll of crafts
BARBARA vo: And those hands have no problem switching from crops to crafts. All these creations are designed and made by Watermark artisans.

01:02:45
GEORGE vo: Watermark is a craft cooperative, member-owned, so the members are working for themselves. And with a craft cooperative, people have the linkage they need with the market place, quite often craft producers can produce the products but they don't have the marketing skills, nor do they have the time to market it and so that's the importance of the cooperative over all.

01:03:07
Barbara in front of Watermark sign
BARBARA oc: In 1978, when Watermark began, there were 30 artists. Now there are over 700 members and 98% of them are women.

01:03:19
B-roll of Watermark then
BARBARA vo: Watermark is located on a dead-end street... But the members say its a new beginning. When Bonnie Sawyer got wind of Watermark... she wanted "in"

slides of Bonnie

01:03:32 Bonnie interview

BONNIE oc: I heard somebody talkin' about makin' baskets and how much the ladies were making you know hundreds of dollars a month and everything and I'm like baskets and all that money? Somebody teach me.

01:03:43 Bonnie working B-roll

BONNIE vo: I saw this avenue whereby I could still stay home but I could make a little extra money. And I thought that was just fantastic. So I like that aspect of it that I didn't hafta begin to worry about baby sitters and all this kind of thing but I could still do something and get compensated for my work.

01:04:01 BARBARA vo: Bonnie is now considered a Watermark veteran.

01:04:03 BARBARA oc: So how long you been making baskets?

01:04:05 outdoor interview with Bonnie

BONNIE oc: I think my son was a baby, he's 7 now.

01:04:08 BARBARA oc: Ah so you've been making baskets 7 years?

BONNIE: Little while, yes.

01:04:11 BARBARA: So you're an old pro?

01:04:11 BONNIE: I don't know
01:04:12 about all of that...
Always something new to
learn.

01:04:15 BARBARA: What were you
doing before you came to
Watermark?

BONNIE: A wife,
homemaker and a mother.

01:04:18 BARBARA: Yeah?

01:04:20 BONNIE: Yeah. I'm still
01:04:21 doin' that but I just
tossed this in for a
little variety.

BARBARA: Yeah?

01:04:25 BONNIE: Yeah.

01:04:26 BARBARA: Has it helped
01:04:26 you make some extra
money?

BONNIE: Sure. Comes in
handy. Every little bit
helps.

01:04:30 BONNIE: It makes me feel
good to know that I can
do something to
01:04:35 contribute. However big
or however small but you
know it just makes me
feel good.

slides of
children

CAROLYN: Development to
me is developing an
individual.

01:04:41 When we have a family
that's living on \$14,000
and the wife can bring in
another 8 or 10 or 14

interview with
George & Carolyn

thousand, I mean that
doubles their income,
that's development.

01:04:59

BARBARA vo: In 17
years, the collective has
pumped \$16 million into
the local economy.

01:05:04

B-roll of
training

GEORGE: Eh we're in 13
catalog companies. Ah
here's one of our baskets
. . .

CAROLYN: That's the
Whispering Pines . . .

01:05:08

CU George

GEORGE: Right Whispering
Pines.

01:05:09

CU of catalog and
trainees

BARBARA: Your stuff goes
into all kinds of
different catalogs.

01:05:10

GEORGE: Right.

01:05:12

01:05:12

sit-down
interview

CAROLYN: Ah and that
happens in a lot of
different ways, I mean a
lot of times they'll see
us at ah at a show in New
York and pick out a
product, um eh that's
probably about 10% of the
time. The rest of the
time we actually go
through catalogs, you'll
see stacks and stacks of
catalogs that people
bring in. We go through
them, we pick out the
catalog that we know our
products will work in, we
develop a particular
product for them, and
send it to the catalog
company, um and then get

orders.

01:05:36 BARBARA vo: Besides catalogs.. Watermark sells its crafts in its own retail store, and on a home shopping network.

01:05:44 B-roll at table conference then crafts at store GEORGE: The bottom line is... this is a business and if its not run like a business you're givin' people false hope, cuz you're not gonna be in business for very long.

01:05:53 CU George CAROLYN: If you set your mind to doing something and to to making some changes and and to do that together as as a cooperative or as a town or community, or a husband and wife, it it works out pretty good.

CU Carolyn BARBARA: What's it like working together as a husband and wife?

01:06:07 CAROLYN: Oh who wants to answer that one? (LAUGHS) Actually. . .

01:06:10 GEORGE: The truth or lie?

01:06:12 Outdoor interview at lake CAROLYN: Its pretty wonderful. I ah its really wonderful.

01:06:13 GEORGE: We've always agreed to disagree and I think that's what-- we complement one another.

01:06:15 Carolyn is the eternal optimist and I'm pretty much of the realist. So

ah we disagree on some things, but in coming together the two of us, I think we add more to each other than what we would as single individuals.

BARBARA vo: Watermark has had its share of growing pains. As the demand for Watermark products grew . . .

01:06:41 B-roll of George and Carolyn

CAROLYN: We ran out of people who had skills.

01:06:47 woman using drill

BARBARA vo: They turned growing pains into growing profits by creating the "Need" foundation.

01:06:48

"Need" trains unskilled people in craft-making so they can fill orders.

CU Carolyn

B-roll training

GEORGE: In 1986, we created the acronym NEED- - stands for the Northeastern Education and Development Foundation. And its actually a training center where we train people to have the skills to fit the jobs that are available locally.

01:06:58

CU of "NEED" sign

BARBARA vo: These trainers faced a big challenge when they tried to teach me the ropes of craft-making.

B-roll training

01:07:15

BEVERLY: Would you like to do this?

BARBARA: Sure.

01:07:35 Barbara being
trained

01:07:36

01:07:38 MS Barbara
working

01:07:40

01:07:40

01:07:45

01:07:47

01:07:48

01:07:49 Barbara holds up
basket

01:07:51

01:07:53

01:07:56

BEVERLY: All you do is take a hold of it with that and put it down in that.

BARBARA: Just grab it like this?

BEVERLY: Um-hum and put it down in the pot. Carefully, you don't wanna get it all over yourself.

BARBARA: This is kinda like making spaghetti huh?

BARBARA: This is what you collect your love letters in?

BEVERLY: Uh-huh.

BARBARA: This'll be pretty empty around my house.

BEVERLY: You can put your bills in it.

BARBARA: Oohhhh.

BARBARA: So you want me to trim here and here?

First step. I want to do a colored one. Is that too big?

CHRISTINA: It looks like you're wrestling with an alligator.

BARBARA: I feel-- it

01:08:08 Barbara making baskets feels like I'm wrestling with an alligator.

01:08:10 BARBARA vo: I wasn't the only notice around . . . Christina Day is a relatively new basket-maker herself.

01:08:14 BARBARA vo: What did it feel like when you made your first basket?

01:08:24 Christina being trained CHRISTINA vo: I was tickled. I said, Oh my God, I made this. I was like, not to brag or anything, but I thought it came out pretty good for my first basket. So, I was pretty tickled with it. And I just wanted to keep making some more.

01:08:26 BARBARA vo: Like Bonnie, Christina's work at watermark is boosting her family's income. On this Day, Christina got her first paycheck.

01:08:45 CAROLYN: We've come to get Christina's check. Are they ready yet? Great, there's your first check . . . a lot of hard work! Lets go party (LAUGH)

01:08:53 BARBARA vo: She couldn't wait to show off the fruits of that hard work to her husband David, and their 3 kids.

01:09:10 Carolyn & Christina getting check at office CHRISTINA: I'd like to into . . . David helping me with baskets, teaching

01:09:15	Christina with family	him the baskets. And eventually he and I going out and maybe having our own little shop and selling baskets or crafts. . . . Something that maybe the kids some day would take over and learn.
	walk and talk with Christina	BARBARA vo: Watermark artisans are always looking for new ideas for their creations . . . sometimes that takes them into the depths of the swamp.
01:09:35	Slides of her kids	GEORGE: There are protrusions coming out of the ground, like back here, those are called Cypress Knees.
01:09:44	CU of boots through swamp	CAROLYN oc: Sometimes they come with little humps on the top, just right for bunny rabbits.
01:09:50	walk and talk with George in swamp	GEORGE vo: Our members make products from these Cypress Knees, and one of the the things we think is important is we try to have indigenous products. And so these knees are very important to our crafts people who do folk art painted on them. And we we do not cut too many Cypress Knees, we only cut one or two knees from a plant, therefore we don't harm the plant.
01:09:55	cu of Carolyn holding up Cypress	
01:10:10	b-roll of cypress being cut	Each one is really an individual piece. There's no replicas that

can be made because each Cypress Knee is so individual.

01:10:19 b-roll of cypress processing
BARBARA vo: Watermark crafts are attracting a lot of attention . . . often time from high places.

01:10:26 CU of handcarved cypress being painted
CAROLYN: Ralph Lauren had come up with a scented candle and wanted a basket to go with it. We submitted several basket designs.

01:10:32 B-roll of Ralph Lauren
They wanted a different color a stain then you know we were using the walnuts and a darker stain and so we developed this this new stain which we now call the Ralph stain.

01:10:41 MS of CAROLYN then B-roll of candles
GEORGE oc: But they put it they packaged it this way, obviously packaging very important with Ralph Lauren's name on it, and people paid quite a bit of money for it.

01:10:55 George holding candles
CAROLYN: An d we did a little over 8 thousand baskets.

01:11:02
BARBARA vo: They even get orders from movie legends
CAROLYN: We got a phone a phone call from West Port, Connecticut, ah saying that paul Newman had purchased our quilt and ah that's was my big

01:11:08

you know self esteem piece and and then of course I called the three women who um had made the quilt, and one was in her 70s and I said Paul Newman just bought your quilt, and she said oh my husband said I'd never sell anything and now I'm sellin' it to Paul Newman and and I'm not givin' him any of this money she said.

01:11:12

trainees watching

B-roll Paul Newman

CU Carolyn

GEORGE: Many of them had never had dreams before and it teaches them hey I can- I am important. I can take control of my life, and I can reach the potential that I want to be.

01:11:39

BARBARA vo: George and Carolyn believe before the members can reach that potential, they have to resolve any personal crises they may be facing.

01:11:50

CU George by lake

So part of the watermark training involves discussing personal problems in a group setting.

01:12:00

B-roll training

GEORGE: You have to filter out also these things that occurred to you that were hurtful and that you're carrying with you because if you don't it's going to create a barrier between all the the options you have as an adult.

01:12:04

WOMAN: It came from a dysfunctional family, the older members like grandma and grandpa and everybody they wanna keep those bad things in the past and they don't wanna bring them to the here and now and talk about what happened way back when and why and answer the questions that you may have now. Its not healthy.

01:12:22

CU George at training then shots of people listening

BARBARA vo: There's a real need for this kind of counseling Nearly ten percent of the women that seek work at watermark have been abused by their husbands.

01:12:39

CU of woman

VERA: I was in a . . . very bad marriage you know and I I got out of the marriage right around the same time I became a member and started working here. And just through the enlightenment that I was able to see by getting out and being around other women and being exposed to it and learning you know what is proper and what is not proper as far as treatment of another human being you know it really helped me out a lot.

01:12:46

Barbara interviewing Vera as she works

BARBARA: Do you consider yourself a battered wife?

CU of Vera and her work

VERA: Hm-hmm yes I do.

01:13:19

01:13:22

CU Vera

B-roll of work
and co-worker

01:14:02

01:14:13

CU of them making
buttons

A lot of it that goes on that goes on behind closed doors, and people don't know about it. It really is. And I--you know I have been--had seen a lot and been through a lot and I see a lot here where women come in and are in that same kind of situation and makes me feel good to be able to help them. It really does. Because I know what they have gone through, I know what they're going through and a lot of it is is nothing more than just verbal abuse but still that's a very very large part. Verbally to be destroyed to to be made feel that you're nothing no better than a piece of dirt off the floor. I mean that's every bit as bad to be beaten up. It really is so its a very large issue.

BARBARA: What do you do to help the women that come in that have been battered?

VERA: Well aid to try and train them and give them jobs and let them see that they are worthwhile, that they are productive citizens and wow you know they can do something, and its like wow you know, I can do this, its really a neat feeling.

01:14:16

CAROLYN: You can see somebody walk in to the office and their head is held down and their you know they're slumped over and they're afraid to talk and they they brought something that they made and they're terrified that you're gonna like it because nobody at home liked it and ahum and then once they see you approve of what they're doing and somebody in New York is wanting to buy it, I mean it just changes them. Their heads held high and they they begin to really feel good about themselves.

01:14:36

MS George and
Carolyn at lake

GEORGE vo: I think the vision that that we have and the members themselves have is that anything is possible and the sky's the limit.

01:15:00

CU Carolyn

BARBARA vo: Watermark doesn't "Limit" itself to crafts . . . they also train people how to refurbish old houses.

01:15:07

GEORGE: This is the house that we're going to be looking in today.

And you'll be getting your on-the-job training, w here we've talked about, or instructor Bob's talked about, putting screens on houses, screen doors, and general re-cap work. So, if you want to , let's

01:15:18

B-roll of workers

01:15:23 on slides walk around for a minute, see what's here. See what section you might like to work on and then we'll come back and get started.

trainees with power tools GEORGE vo: We're actually training people to learn woodworking skills and particularly skills they can use in rehabbing and weatherizing homes.

George in front of house with trainees BARBARA vo: Watermark is also reshaping the lives of young people who are headed in the wrong direction.

01:15:44 CAROLYN vo: We work with the school system here in Camden as well as other counties, training students uh, from the school system which are actually at risk students or students who have had some sort of problems and maybe just need a little extra help.

01:16:04 b-roll of people working on houses BARBARA vo: And yet another project . . . watermark is "working the phones" setting up its own telemarketing service.

01:16:10 b-roll of students with papermache CAROLYN vo: They're working on answering telephones and shipping products out.

When we were training the first 22 women I said to the women, now let's try

01:16:23 not to be too southern, cause they don't know we're not in a corn field. So don't say ya'll too many times.

01:16:29 b-roll of women on phones
GEORGE: We're not God, but its helping people find answers to their problems, to find solutions. And that's the important thing. They're making decisions and they have more control of their lives.

01:16:44 CU Carolyn
CAROLYN vo: I I mean the changes that have been made with individuals and with families and children that will go on forever.

BARBARA vo: Back at Bonnie's . . . the basket making has hit a feverish pace.

BOY: Hey mom!

01:16:56 CU George at lake
BONNIE: Well I have a 16 year old in the house now and and he's been drivin' for a while so a lotta time he's my pick up person. He'll go over and get supplies for me, or drop off orders that I've completed and um you know that just saves me alot of runnin'.

01:17:06 City & worker shots on slides
BARBARA vo: How do you think this is gonna change the way the kids see their own opportunities in life?

01:17:10

01:17:13

B-roll Bonnie
with her kids
working at her
house

BONNIE: I want them to
always feel like I can,
and just to jump on in
there and try it and go
for it. The sky is the
limit.

01:17:40

CU Bonnie

BARBARA vo: A few year
shave passed since we
first visited watermark .
. . and some things have
changed. Encouraged by
how the cooperative has
effected the lives of
people like Bonnie and
Christina . . . George
and Carolyn are now
working to spread the
watermark model to other
communities.

01:17:44

bonnie and kids
signing then
activities

They've become
independent consultants .
. . traveling all over
the world to set up
similar cooperatives.

01:17:52

slides of bonnie
and family

city shots

GEORGE vo: One of the
things we think is
extremely important is
trying to set up
replicable models.

01:18:13

b-roll of George
and Carolyn

And that's the important
thing that we think is,
needs to be emphasized,
is the replication of
these models that work.
Too often models have
been set up and have been
propped up like hot-house
flowers with grant
funding year after year.
And that's not what you
want. You want to make
something that's
sustainable that also has

scale . . . but something that's going to actually be there ten years down the road, without having to have foundations support it.

slides of George showing crafts to foreigners

BARBARA oc: What are the elements necessary to make a sustainable project?

MS George & Carolyn

GEORGE oc: In order to have a project to be sustainable, you have to have something that is run like a business, you have to look at that bottom line.

01:18:46

One of the things we thinks is extremely important is that quite often groups overseas are making ethnically oriented products. And that's a very narrow marketplace. So what we emphasize is that you can modify colors, modify your products, and it's a worldwide economy you can hit.

01:18:50

BARBARA oc: How does the watermark model that you worked so hard to create, transfer to a place like Nepal?

01:19:00

CAROLYN oc: Eh surprising well, em it you know I mean eh they're small towns, they're peop---they're women who need jobs but can't find them, they're women who work with their

01:19:17 hands. So eh it it relate, and even in a small town in North Carolina versus a small town outside of Nepal you still have to figure out how to hit the market.

01:19:23 CU Carolyn listening
BARBARA oc: What would be the one piece of advice that you would give to someone that was just starting in an economic development operation?

01:19:46 CAROLYN: Be um extremely creative, and don't let anybody tell you it can't be done. I mean ahum while it's pretty essential to know that I can't become a brain surgeon, um but almost everything else in this world I can do. And ah and you just need to get in there and and and talk with people who've done it and ah figure out a way that your organization, your group, and your community wants, you know, wants to do it. And then give us a call!

01:19:57 MS George & Carolyn

JANE FONDA oc: Creating job opportunities for women in the developing world raises self-esteem and gives them economic independence. Studies show that these women have more input into household decisions, have fewer children and are more valued by their husbands.

01:20:29 B-roll of
Watermark people
and slides
George and Carolyn
McKewen aren't just being
polite when they tell you
to "give them a call".
They really mean it. if
you want their help
setting up a cooperative
in your own community,
write them at MeKecuen
Consulting, 105 South
Water Street, Elizabeth
City, North Carolina
27909 USA.

01:20:45 Jane Fonda in
studio
Or E-mail them at
mckcon@interpath.com
Their advice can save you
valuable time and money
and help you make your
"Mark" on the world.

01:20:57 Sideshot of Jane
seated
I'm Jane Fonda, thank for
joining us on our
worldwide journey,
proving once again that
actions of all people
count.

01:21:05
END OF TAPE

01:21:12 Address and E-
mail on screen

01:21:17

PEOPLE COUNT: CRAFTING CHANGE

23

01:21:28

MS Jane

01:22:15

Credits and music

PEOPLE COUNT: CRAFTING CHANGE

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