

2012

BA EVERYWHERE... IMAGINE THE DIFFERENCE IT COULD MAKE! **RAISING BIG MONEY TO MAKE BA A POINT OF REFERENCE FOR ALL OF SOCIETY**

In 2012, we envision a whole range of things going on, involving many thousands of people all over the country in different ways: getting out *Basics* and other works of BA into schools, prisons, and into the hands of people who are fed up and looking for a whole different world; many cultural events and works that are the result of the wellspring of creative energy connecting with and inspired by *Basics* or BA's work; many different short films and videos, and perhaps a more major documentary film about BA and his vision getting out into the world; a neighborhood pilot project with full-time paid organizers; murals with BA's image; a national tour of the BA Bus, heading out to communities all over the country; symposia and debates centered on the vision of a different society captured in *Constitution for the New Socialist Republic in North America (Draft Proposal)*; and much more that hasn't even been thought of yet.

Each of these projects would themselves be raising funds, further projecting Avakian's voice and works... and building up the movement to carry this forward. But the main idea is that, taken together, these projects would be part of a whole ensemble of this massive fund-raising campaign that would make Bob Avakian a household word. In other words, a point of reference for those who are seriously thinking about the possibilities for meaningful change.

What follows are just a few elements of this comprehensive plan to really get BA's voice and works everywhere. (Quoted passages in the following are from "BA Everywhere... Imagine the Difference It Could Make!" in *Revolution* #249, online at revcom.us.)

The BA Bus National Tour

"Imagine buses with eye-catching decorations touring the nation, spreading revolution and BA's voice to those hungry for it in outlying areas. People on a mission rolling through community centers, high schools, Ivy League and community colleges, from mountains to valleys, suburbs to rural areas. Showing the film of Bob Avakian's talk *Revolution: Why It's Necessary, Why It's Possible, What It's All About* in classrooms and community centers. Getting Avakian's memoir, and other key works, out all over the country. Reaching the youth, visiting the Occupy encampments that have sprung up all over, going to where there is outrageous oppression going down, taking a week in an inner city...and then another inner city... 'The BA bus is coming to your town.'" These buses would have a grass-roots component, taking the message directly to the people, and the different forces interested in or working for change... and they would also be aiming to become a news story in the cities and towns that they went to... "The Revolution caravan has come to town" with photos tweeted and interviews broadcast.

These will hit the road in January... gain experience, develop contacts in outlying areas and gear up for a full national tour to set out later. Their experiences will be recorded with regular updates posted online, sharing their accomplishments and what they're learning with the world.

Basics Arts Project

"Artists have done amazing and inspiring things off this book, and other works by Avakian—and there are more exciting projects in the works. Now **imagine** if there were the money to fund these projects, the money to advertise them, the money to document and record them and then to publicize and distribute them on a level that begins to come close to their quality and potential reach. **Imagine** the people inspired... and **imagine** the new kinds of culture and cultural scenes that begin to emerge..."

Visual artists might mount an exhibition inspired by and in dialogue with *Basics*. A rock band might curate a two-night music festival. Artistic projects that have already taken place—like the remarkable piece written by William Parker, "Blueprint for a Cultural Revolution" inspired by, and featuring readings from *Basics* might be edited into a film and spread everywhere. And much more is possible. Many seeds of this kind of culture were seen at the celebration on the occasion of the publication of *Basics*, which featured visual artists, dancers, dramatic readings, and incredible musical collaborations. But this can definitely be more than a one-night thing; many such events can become a social force that shakes up and inspires the culture.

BA Film Project

“...**imagine** all that getting documented by filmmakers and film students, becoming the raw material for films and other forms that could spread it all even further. **Imagine** films and other works of high quality getting into the festivals and theaters and onto cable TV—this could really happen, there are the people and there is the potential... but there is not the money.”

This project would pull together a growing cohort of editors, directors, camera and sound people who want to document, and help with, the projection of Avakian’s voice and vision. These people would document the ways in which this voice is connecting, the outings into the neighborhoods and on the campuses, the impact this is having ... and in the community that is forged during this whole campaign.

The “Next Stop... Revolution” video is one good example. Also, video collages could be done with audio clips from Avakian’s Revolution talk (*Revolution: Why It’s Necessary, Why It’s Possible, What It’s All About*). Filming people reading quotes, giving their thoughts on revolution, reading prisoner letters... creating a synergy between different sections of people, and an understanding that we’re in this together. Speak-outs, poetry, etc. At the same time, there is the possibility of a more major film to be begun in the spring that can introduce people to BA on a societal scale.

Advertising *BASics*

Three possible types of ad campaigns:

One for maximum controversy, speaking directly to sharp political questions. For example, pushing a quote from *BASics* hot on the heels and speaking to a major development in society or the world.

Second, to create a high visibility of *BASics*. So people are seeing it and hearing about it everywhere. For instance, full-page ads for *BASics* could appear in different publications and public transportation and billboards. A publicist might be needed to help guide this process so that, in conjunction with other efforts, this advertising is like a big splash that sets off ongoing waves... “What is this *BASics*?! And who is Avakian?! I better find out.”

Third, building off the successful and ongoing program to get *BASics* into prisons, targeted ads to reach and get this book into the prison-like inner city high schools and communities.

A Major Effort to Inject the *Constitution for the New Socialist Republic in North America (Draft Proposal)* into the Public Discourse.

Imagine... “people throughout society would be debating and wrangling over truly ‘big’ questions about the nature of the present system (capitalism/imperialism), a concrete and worked out vision of an alternative way of organizing society which really would benefit the vast majority of people (as put forward in the recently published *Constitution for the New Socialist Republic in North America (Draft Proposal)*), a document that embodies the new synthesis of revolution and communism that BA has brought forward).”

This unprecedented, major effort would feature speeches, dialogues, and, proposed for late winter, a major symposium with a range of different thinkers debating these questions. All these would involve people speaking about what’s in this Constitution and engaging with others who have different views and different responses to the Constitution.

At a time of intensifying turbulence in the world and broader questioning, these engagements would spawn controversy in the best sense of the word: challenging received assumptions and putting before people questions that have been “ruled off the table,” shifting the terms of debate.

If there is something here that speaks to you in particular, you don’t have to wait until 2012 to get started. Jot down your ideas and pass them along or talk to an organizer.