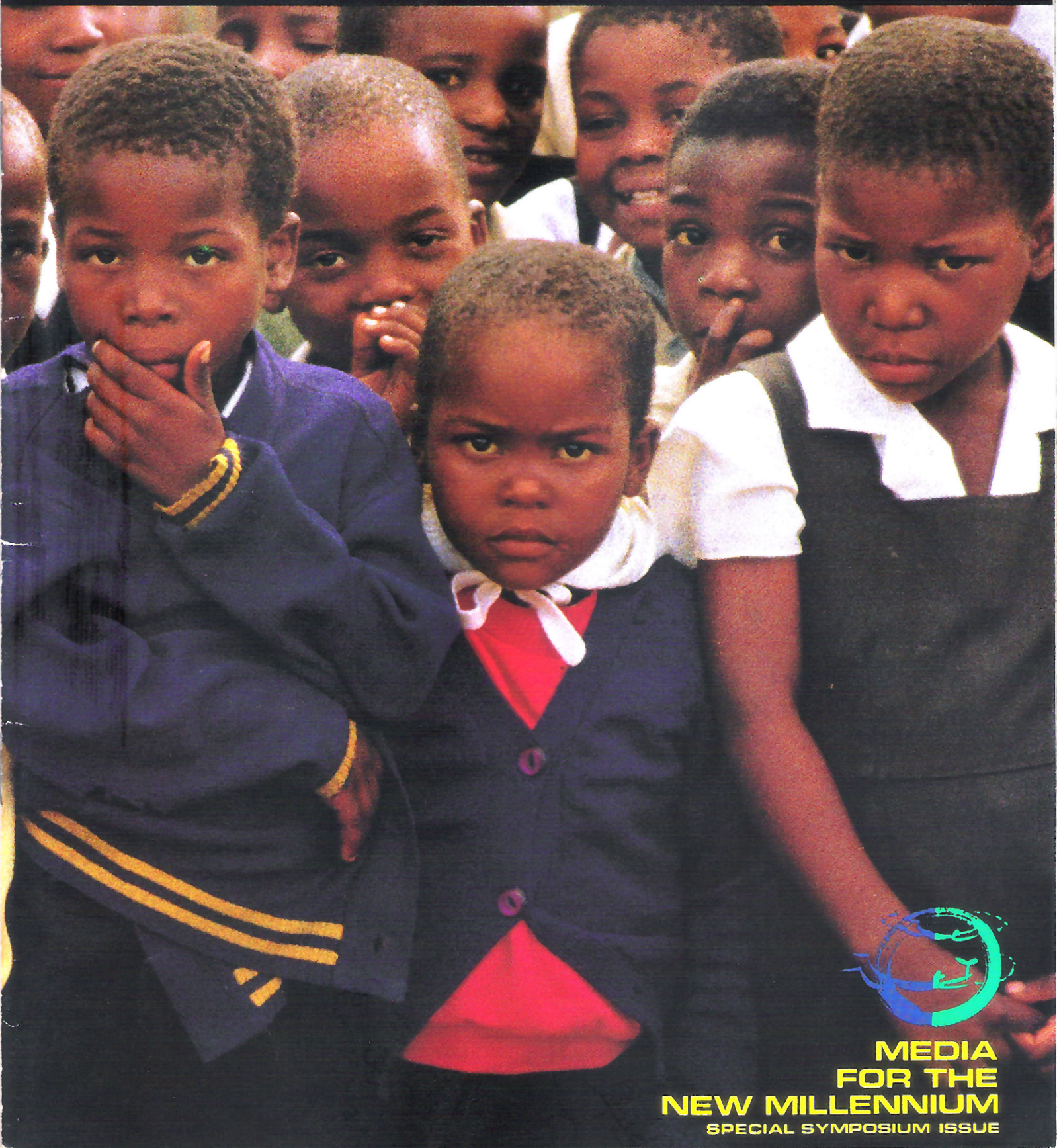


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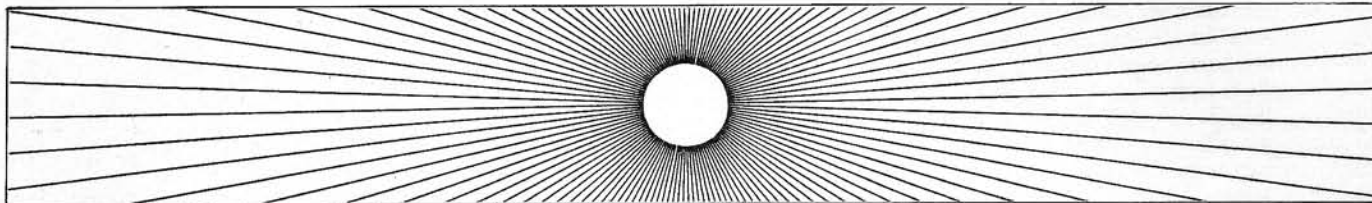
# CHIKYU

JAPAN'S BILINGUAL JOURNAL OF GAIAN THOUGHT AND GLOBAL ACTIVISM



**MEDIA  
FOR THE  
NEW MILLENNIUM**  
SPECIAL SYMPOSIUM ISSUE





## Renewing the Earth: Phase I

# MEDIA FOR THE NEW MILLENNIUM

*A New Paradigm conference to end  
all conferencing as we've known it...!*

BY W. DAVID KUBIAK

**S**till wet behind the ears and the nineties are already being billed as the decade of the environment, the decade of the Earth, the decade of Global Consciousness. Around the world, the barriers to the flow of people, ideas and information are collapsing. It is once again the best of times and the worst of times; a time of peril, opportunity and great expectations; a time to focus our entire species' attention on what we can and must do next. This is the Great Work of our era and the evolutionary challenge posed to mass communications.

As we have all learned, the media does not just report on the world. The way it channels and focuses public attention helps to define our concepts of news, the social agenda, even consensual reality. In the past, mass communications has proved to be a powerful servant of finance, commerce and politics. From April 7-10 Kyoto will host a unique international exploration of how the media can now progress one further step and serve social evolution and the rise of Gaian awareness. Laboriously entitled "Media for the New Millennium — Citizen Participation in the Evolution of Mass Communications" this conference is designed to kick off a decade-long "Renewing the Earth" meta-project and offer new paradigm criteria with which to judge the worth or wastefulness of these expensive festivities in the future.

The evolutionary challenge for global conferencing today is how to break out of traditional show business formats — a

Communicating, sending messages to each other seems to be our most urgent biological function. It has become a tremendous enterprise, a kind of energy system all its own. All 5 billion of us are becoming connected by telephones, radios, television sets, satellites, harangues on public-address systems, newspapers, magazines, leaflets, words got in edgewise. We are becoming a grid, a circuitry around the Earth... (And) joined together, the great mass of human minds seems to behave like a coherent, living system...

We already do a lot of collective thinking, perhaps more than any other social species. Effortlessly, without giving it a moment's thought, we are capable of changing our language, music, manners, morals, entertainment, even the way we dress, all around the Earth in a year's turning. Without voting or even polling, we simply think our way along, pass information around, change our minds, transform ourselves...

Lewis Thomas, 1974

lot of well-known people saying well-known things about well-known problems. However rich in tribute and networking opportunities these gatherings remain for invited participants, they are increasingly fruitless and dispiriting for the wider public. As 'deep agro-ecologist' Wendell Berry observes:

It is discouraging to reflect that, though we have been talking about most of our problems for decades, we are still mainly *talking* about them. The civil rights movement has not given us better communities. The women's movement has not given us better marriages or better households. The environmental movement has not changed our parasitic relationship to nature.

Paraphrasing Orwell's critique of First World leftists, Berry goes on: "The

environmentalist movements of the highly industrialized countries are at bottom a sham, because they make it their business to fight against something that they do not really wish to destroy. We all live by robbing nature, but our standard of living demands that the robbery shall continue." The same might be said of today's high-tech, jet-travel environmental conferencing. A burgeoning new growth industry for exotic convention sites and "green" speakers, it also tacitly presumes and requires that our problems don't go away.

But whatever our vested interests in the sinking status quo, the times are clearly and finally a'changin'. And at an evolutionarily breakneck pace.

Both a hundred and a thousand years ago the flow of thought through the Gaian body politic was essentially molecular. Ideas and information were disseminated in discrete physical packets of print or script and spread at the sedate velocities of steam and sail. We received word of distant phenomena but we experienced and acted upon it where we were. Our energies of care and attention, of creation and consumption were geographically isolated, but they irrigated and enriched our most immediate environments: our bodies, families and communities.

Suddenly, however, in geologic terms almost instantly, Gaia has evolved a true techno-nervous system, a system that can propagate ideas, orders and sensations around her being at the literal speed of light. Suddenly our race, a species that



knew and nourished its sense of 'place,' begins to lose its feeling of locality. When we take a telephone call or watch a live broadcast from halfway across the world — where is it happening? Watching people we will never know, knowing people we may never meet, and pouring millions of hours of human attention on distant or even fictitious lifescapes — what are we gaining, losing, becoming as a race? More urgently, in times of crisis how should we apportion our individual attention between the demands of the neighborhood, the Earth as a whole, and the churches, states & vast corporations that run the turf wars in between?

Although mega-organizations clearly control the media's magic lanterns today, new paradigm values accord primacy to fundamentals, i.e. the personal and the planetic dimensions of life. They also go on to show how they are inseparably interrelated. On a planetary body of this intimate size, for example, modern media's ubiquity and speed offer us a kind of Gaian consciousness, and almost the same experience of unity and simultaneity we know in our own bodies. Like a rose, a living system is a living system, and surprising insights into macro realities can likewise be gleaned from simple, very personal questions:

- How do your own cellular constituents participate in your identity, consciousness and behavior? (Is your body politic run as a democracy, a benevolent monarchy or a drugged-out ego-cult dictatorship?)
- Within your bio-social organism who decides what is "news" and how it should be reported?
- How well do you cover organic protests or alarms?
- To diagnose reported afflictions how much do you rely on so-called authorities and how much to you investigate on your own?
- Do you depend on outside sponsors for your overhead, circulation or prime-time programming?
- If yes, do their ultimate interests mirror yours and can they editorially out-vote your cells in the field?

There are numerous ways to phrase the analogies but the point is obvious and instructive. A new paradigm conference must somehow reflect the equivalent importance of all these nested realms and use the parallels to empower new insight and action. As organizers we hope to catalyze the whole process by mixing things up a little. Joining together mass communications groups who rarely, if ever, communicate; fusing frequency ranges (meditative alpha cycles & broadcast mega-cycles) that could synergize intriguingly; and juxtaposing media's smoky mirrors to kindle a small attention furnace (with the theme focused on the media and media panelists focused on the theme and foreign media focused on the panel and local media focused on the

foreign media and...).

How well this particular effort succeeds, either in upgrading our expectations of conferences generally or in seeding actual solutions, will largely depend upon the involvement of people like yourself — and what you bring to it, think of it, do about it later. The objective of the conference is not to draft resolutions that prescribe noble actions for governments/authorities/an-enlightened-humanity to undertake, but to focus instead on what "I" or "we" will personally attempt and take responsibility for.

For those of you still afflicted with interest in these events the following is a rough outline of our initial and best intentions for the conference. Help hold us to them or help us beyond them, but do help. There is very little music from one hand clapping.

Desiderata for "Media for the New Millennium," a conference to end all conferencing on planetary communications and citizen synergy:

#### Participants:

Stage — media-skilled activists from North America & concerned, influential media veterans from Japan: Audience — Representatives of Japanese grassroots groups (environment, human rights, 3rd World issue-oriented) and citizens concerned or involved with mass communications.

#### Major Discussion Themes:

- What is the role of mass media in Gaian evolution?
- Which social and environmental problems are most susceptible to media influence?
- What political, social and economic obstacles remain to the creation of more responsive and responsible media?
- How concerned citizens can best utilize current media and positively influence its future development?
- How can the media charisma of Japan and the West best be used to promote global citizenship and responsibility?
- What action projects can the assembled participants (individually or collectively) undertake this year?

#### Goals for Conference, Think Tank & Workshops:

- To invite:
  - veterans of all Japan's major media groups to brainstorm mutually reinforcing public interest projects together (possibly for the first time);
  - internationally concerned activist groups to define their common problems and discuss strategies for joint effort;

- all participants to commit themselves to individual or cooperative projects to realize common objectives.

#### b) To collectively explore:

- how Japanese and western mass media really work;
- how their combined charisma can illuminate the meaning and import of ideas like Gaia, sustainability, deep ecology, etc. throughout the zeitgeist;
- areas of potential synergy between: Japanese activist groups; Japanese & foreign activists; activists, scientists and media professionals internationally;
- the use of spells (music, conspiracy, alpha states, etc) to provoke experiences of our social/planetary connectedness;
- appropriate media technologies to spread that experience;
- the form and content of *Renewing the Earth: Phase II*

#### & c) To launch or develop:

- *Chikyu Saisozo* (this snazzy journal) to document and support projects related to conference themes or commitments and to provide network access information;
- The GAIA Network, a global computer database service & think tank to connect & empower citizen movements internationally;
- A Gaian Defense Fund to promote global populist synergy and media projects in the planetary public interest;
- The Earth Hour Conspiracy (see article on page 13): the conference is choreographed to end April 10th — the last full moon before Earth Day 1990 and the first scheduled international observance of the Earth Hour.

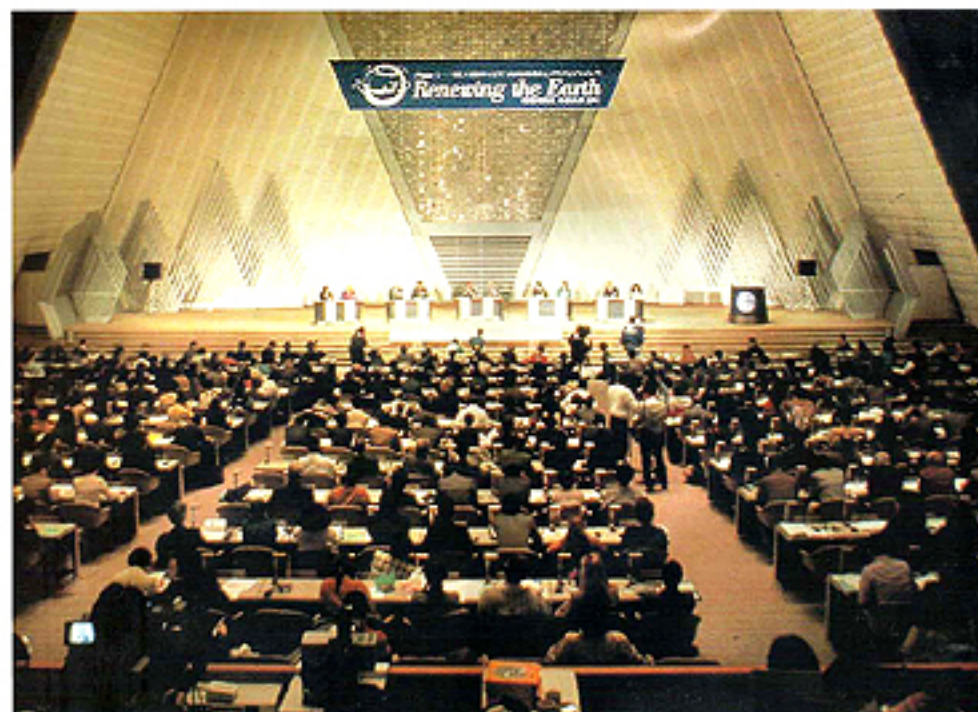
That's about it for openers but we're always open to fresh ideas and suggestions, right up to the end of the conference and out the back door. Lend a hand...Keep us honest. Expect the moon...





# パートナー シドニー・アトキンスさん

1947年、アメリカ・イリノイ州生まれ。  
 コロンビア大学東洋学部在学中、ベトナム戦争時代に  
 陸軍の韓国語通訳。  
 以後、反戦運動に取り組む。  
 1978年、アジア諸国を旅し、初来日。  
 コロンビア大学および大学院に在り、環境問題・地理学・東洋学を学ぶ。  
 1981年、京都大学に留学。日本とアジアの水問題をテーマに  
 現地調査と研究。  
 現在、関西の大学、短大で講師を務めるかたわら、  
 アウトドア活動や自然環境保護運動に参加。KOSACのメンバー。



KOSACと緑の地球防衛基金、エルムウッド研究所、  
 グローバル・アクションの4団体が共催。

## 4月の環境会議では、初めて多くのマスコミが同席した。 彼らのネットワークをもっと強めたいね。

4月に日本で最大の環境国際会議  
 『地球再創造・京都会議1990』が開  
 催されました。KOSAC(京都国際  
 市民アクセスセンター)では、他3団  
 体と共催ということで、準備段階から  
 会議は始まっていたという状況だった  
 と思います。そういうことも含めて、  
 会議の成果はいかがでしたか？

クビアック この会議のそもそもの目  
 的は、「地球を守るために人類そして  
 メディアは、いったい何ができるか」  
 ということ。準備段階でアメリカの環  
 境運動家が日本にやって来て、会議の  
 方向性を話し合いました。そこで一番  
 問題になったのがマス・メディア。つ  
 まり、マスコミの報道の仕方一つで一

般の人たちは物事の見方を決めてしま  
 う、というのが現実なんです。だから、  
 マスコミにもっと地球サイズでの認識  
 を喚起して、事実をしつかりと報道し、  
 人々に判断の材料を、現実を、提供し  
 てもらいたい。これがすべてじゃない  
 けれど、大きなテーマでしたね。

とはいってもね、そうそう簡単には  
 いかない(笑)。こうした大きな会議と  
 もなると、マスコミにも縄張りがある  
 の。取材の大切さより、自分の会社の  
 メンツが大切。どこが後援するかによ  
 って、それ以外のマスコミは参加しな  
 いとか、記事を書かない……なんてね。  
 でも、今回は多くのマスコミが乗って  
 くれた。こんなことは、日本で初めて

じゃないかな。

アトキンス 私もKOSACの一員と  
 して、企画段階から参加してしました  
 が、そういう傾向はマスコミだけじゃ  
 ないんですね。日本全国に環境運動と  
 か市民運動とか、いわゆる草の根運動  
 はたくさんあります。でもね、こうし  
 た運動にも派閥がある。同じ問題を取  
 り上げていても、お互いに連絡し合わ  
 ないし、それを避けているみたいね。  
 制度的にすごく根強いこの障害を越え  
 るには、こういう戦略が必要か――  
 これが会議の前提にあったんです。  
 クビアック そう、今回はマスコミや  
 市民運動が同じテーブルについて話し  
 合えた。マスコミがいままで何十年も

培ってきた知識と活動家の力を合わせ  
 ると、何かができると思う。

実際に、いくつかのことが実ってい  
 ました。まず、同じ方向性を持ってい  
 る団体が、自由にいつでも使える京都  
 事務所ができた。さまざまな情報を入  
 手できるし、FAXやコピーなどの設  
 備も提供できます。縦のつながりでな  
 く、横のつながりをもっとしつかりと  
 つけ、いきたいんです。

そしてね、マスコミにも一つのネッ  
 トワークを築いておきたい。京都会議  
 はもともと行動を起こすための会議で  
 すからね、すべてはこれから始まる。  
 アトキンス 会議には、海外のエコロ  
 ジストやジャーナリストもたくさん参