



Perspectives on *The Will to Change*

NEWSLETTER # 5

OCTOBER 2007

Introduction

In 1983, Buckminster Fuller made the statement that inspired this newsletter: *"We can now solve all the problems of hunger and need across the world, having all the available resources and technology; all that we need is the political will."* Twenty-five years later, though progress has been made, the underlying causes of poverty and skewed distribution of resources remain. Through the manipulation of political will the same problems reoccur in new guises, yet the countervailing will to change of ordinary people is everywhere apparent.

In this newsletter, the fifth in a series addressing the issues that affect Rex Foundation activities, we interviewed three people who in their work and lives have taken up the call to change quite differently. Annette Gellert was an early promoter of green planning as a method of collaboratively managing the environment. Jon McIntire identifies ways to open the mind to change, to engage creativity and intent. Ken McNeely, a telecommunications executive, discusses the ongoing debate on whether and how wider broadband Internet access can be a tool for change.



The World As It Could Be, a Human Rights dramatization

Green Planning

Annette Gellert began working on environmental issues and the Green Plan approach to addressing them, some 20 years ago, primarily as a mother concerned for the health of her children. As she watched her three young children blissfully play in the Bay, and then, with the same hands that handled shells, crabs, dirt and other Bay elements, eat a snack or rub their eyes, she wondered, "Is this water safe?" and "Who is managing the water quality to ensure its safety?" There was plenty of news about how unsafe the Bay water was, with warnings that pregnant women or people with any health issues should not eat fish from the Bay due to high mercury levels and toxins from marine activities and industry dumping, yet no information about how these problems were being managed to protect public health.

Annette was also troubled by what seemed to be the combative struggle between environmental and industry

interests, as well as a compartmentalized approach that addressed pieces of the problem rather than having a more comprehensive, cohesive approach.

Annette's pursuit of a better approach has included learning about how countries like the Netherlands and New Zealand, and now the European Union have been using Green Plans to dramatically reverse environmental threats and successfully generate both environmentally and economically sound solutions with a process based on collaboration and trust. Annette wants to see more Green Planning in the U.S. and is exerting her will and energies to make this happen.

Elements of a Green Plan

The ultimate Green Plan scenario is a process for governance and problem-solving, where at every level – household, community, city, county, region, state and country

Continued on Page 3



Furthering a Tradition of
Grassroots Giving

BOARD OF DIRECTORS

Bob Weir
Cameron Sears
Sage Scully
John Scher
Cliff Palefsky
Roger McNamee
Nick Morgan
John Leopold
Michael Klein
Rosalie Howarth
Mickey Hart
Freddy Hahne
Carolyn Garcia
Andy Gadiel
Kristin Dolan
Stefanie Coyote
Barry Caplan
Diane Blagman
Steve Bernstein

Bill Graham (1984 – d.1991)
Jerry Garcia (1984 – d.1995)

EXECUTIVE DIRECTOR
Sandy Sohcot

ADVISORY BOARD
Bill Walton
Jon McIntire
Larry Brilliant
Bernie Bildman
John Perry Barlow
EMERITUS – Hal Kant

*The Rex Foundation is
named after Rex Jackson,
a Grateful Dead roadie
and later road manager until
his untimely death in 1976*

NEWSLETTER EDITED BY
Sandy Sohcot and Alan Trist

ASSISTED BY
Chris Meharg

PRINTED ON
Sakura Silk 71# text
100% Post-Consumer Waste
New Leaf Paper Company

REX FOUNDATION
P.O. Box 29608
San Francisco, CA 94129
(415) 561-3134

www.rexfoundation.org

CONTACT REX
We encourage your
tax-free donations
Federal ID # 68 0033257

“We have everything we need except the will to change and that, my friends, is a renewable resource.” – Howard Karamazov

Being the Change You Want

The words of Buckminster Fuller on political will and the spirit behind them resonate loudly for me. Coming of age in the 1960s, I had been inspired by President Kennedy’s inaugural address calling upon all of us to be involved and active, as well as by the excitement of world possibilities that he presented. When Rabbi David Goldberg told our teen social group about his civil rights work, I was inspired to be not just concerned, but committed to act to help right civil wrongs. In college in Washington, DC, I marched to protest the Vietnam War, stood with the hundreds of thousands to hear Martin Luther King, was enthralled by the Summer of Love in San Francisco and simply *knew* that individuals could be part of a greater community to help make a positive difference. The will to change the world for the better seemed unstoppable.

It’s not easy these days to feel so sure of one’s ability to make a difference. Many are wondering what happened to the idealism of that Summer-of-Love time. We are experiencing what feels like a global malaise stemming from continual fear-inducing threats of terrorist activity, a polarizing war, the dissonance of the clear danger of global warming yet dearth of leadership to collaboratively address it, the growing gap between the economic haves and have-nots, and the sad state of corruption that has permeated so many levels of government, media and corporate governance.

Yet, as Paul Hawken points out in his recent book *Blessed Unrest*, “there are over one- and maybe even two-million organizations working toward ecological sustainability and social justice. He continues, “What does meet the eye is compelling: coherent, organic, self-organized congregations involving tens of millions of people dedicated to change. When asked if I am pessimistic or optimistic about the future, my answer is always the same: If you look at the science that describes what is happening on earth today and aren’t pessimistic, you don’t have the correct data. If you meet the people in this unnamed movement and aren’t optimistic, you haven’t got a heart.”

I share Mr. Hawken’s cause for optimism particularly when I review the list of Rex Foundation beneficiaries, which are 1,000+ examples of what he is talking about. *I also believe there is a compelling need to recognize that we are each significant and help influence what happens in the world around us.* We create ripples by how we act within our own situations, and, potentially, by the collective vision we project of the world that is possible. As I read books about expanding human potential, I realize that it has only been a few hundred years in the 10,000 some years of agriculture-originated civic societies, that we have been conscious of our collective potential to imagine a world at peace that manifests the words of such documents as the *Universal Declaration of Human Rights*, a world where we can vote for and call upon government leaders and policy makers to work toward that vision.

As I ponder Buckminster Fuller’s words, wondering where this political will comes from, I keep returning to the idea that it is “we the people” who are the source. On this 40th anniversary of the Summer of Love, it would be great to stir up some “talk” about the world that is possible. I hope the perspectives and stories within these pages contribute to renewed optimism about the positive impact that can result from our individual and collective actions, and provoke the desire to exert the will, as Gandhi recommended, to “be the change you want.” – *Sandy Sohcot*

The photographs in this newsletter include favorites from some of our beneficiaries. The photographers are from these organizations, or those who have covered our special events. Thank you all for your support.

Green Planning (continued from page one)

– there is agreement on the environmental problems to be solved with benchmarks for reduction of toxic emissions and associated shifts in manufacturing methodologies to achieve desired results over a designated period of time, along with a process for monitoring progress and making adjustments as needed. Essential ingredients to a successful green plan include:

- All involved parties – businesses, government agencies, community-based organizations (CBOs), citizen groups, scientists – are willing participants in the process;
- Agreements/covenants are made in the spirit of trust and cooperation;
- A reasonable time frame for overall change is established;
- There are measurable benchmarks that everyone in the process knows about and agrees to;
- All participants share a genuine desire to solve the identified problems with solutions that enable businesses to survive while also promoting long-term public health and safety.

A California Green Plan

In 2001, Annette established the Women’s Environmental Leadership Network (WELL) as a vehicle to connect with other women sharing her concerns and desires to effectively create a safe and healthy environment for their children and, of course, all people. Annette believes WELL helps demonstrate what might be called the “women’s approach” to solving problems – coming together, convening, cooperating and seeking consensus-based solutions to problems. WELL, in conjunction with the Resource Renewal Institute (a 1990 Rex Foundation beneficiary) is working to establish a Green Plan in California. The optimal steps to accomplish this are:

- Identify industry, community, political and non-profit leaders involved in environmental issues to sit down together;
- Agree on scientific experts/resources of undisputed integrity, whose assumptions will be accepted as the basis for identifying the environmental issues to be addressed, such as agreeing on toxic levels of mercury in the Bay that must be reduced and ultimately eliminated;
- Develop solutions to the agreed upon problem(s) and how each participating entity is involved in implementing the solutions;
- Identify ways to ensure economic as well as social benefits;
- Agree on implementation timeframes that are workable for all participants;
- Agree on benchmarks to monitor progress over time, and the process for carrying out and reporting the monitoring;
- Provide ample opportunities to build trust and cooperation.



The Will to Change

Annette believes that a major paradigm shift is needed for the Green Plan concept to take hold. “We need to consider our children’s health and quality of life first, with our personal interest and financial rewards second, which is the reverse of the current situation.” “We must consider how to take care of each other and benefit future generations, not just focus on quarterly profits.”

Annette worries that people do not have the information that, if fully available and widely dispersed, would produce sufficient outrage and concern to generate the will to change. For example, she says, “How many people know that more and more babies are born with toxic chemicals in their blood, that breast milk is full of chemicals, that sperm count is down by 25% across the United States over the last 25 years?”

From her own experience and from witnessing the successful implementation of Green Plans in other countries, Annette knows that individuals can exert significant influence to bring about Green

Plans in the U.S. and the associated shift in thinking that will support their implementation. She recommends that individuals find their voices and:

- Write/Fax their legislators, stating that they want to see the Green Plan way take hold in their communities;
- Write to corporations, directing action to implement environmentally sound practices and take leadership roles in establishing Green Plans;
- See what others are doing to successfully solve problems, such as the Research Renewal Institute and other Rex Foundation beneficiaries;
- Examine their own living situation and find ways to shift to more environmentally healthy behaviors, such as reducing bottled water consumption, or minimizing plastic bag use;
- Exercise their right to vote! Annette points out that we cannot expect to outspend the interests who want to maintain the status quo, however, we can vote our will to change.

Annette’s children are now 18, 21 and 26, yet the questions she raised about the safety of Bay water when they were toddlers are still unanswered. To that end, she and her WELL colleagues are hard at work to shape a Green Plan for California. They seek to have connections with young women and men, women’s organizations across the country and internationally, and in general, all women and men who share the belief that we must all do something to ensure the health and well-being of our children for generations to come, and that we can, individually and together, make that happen.

Check out the Resource Section on page 11 to learn more about Green Plans, WELL, and related information.

Awakening Unity of Intent

When considering someone in the Rex community to interview on the Will to Change topic, we invited Jon McIntire, Rex advisory board member, whose first stint as Grateful Dead manager was in the 1960s and early 1970s. He recalls: "When Sandy called me and requested a colloquy spinning off from the Bucky quote, it fitted nicely with my current re-valuing and research on the life-experiments in expanded consciousness that we were part of in the Haight/Ashbury starting in the mid-60s. This endeavor is based on my experiences and perceptions arriving in San Francisco in 1964, hooking up with the Grateful Dead as a friend in 1965, and as a working member in 1968. It is my belief that, led by the media, many people misunderstood the core of the pioneering and joyful spirit that was then being lived, and that similar types of opening and experimentation are even more urgently called for now to burst beyond the narrowness and trance-induced complacency, as exemplified by the effects of television, in which most people live and conceive of life possibilities."

Jon McIntire recalls that Buckminster Fuller was working on ways to solve global problems in 1962. Fuller was a guest faculty member of Southern Illinois University, where he developed the World Game, a compilation of all the resources the world contained. Though considerable time has passed since then, and the world's population has more than doubled, presenting even more challenging global issues, Jon believes, in concurrence with Mr. Fuller, that we still have the means to feed and house the world, it's a matter of distribution, not scarcity. Jon defines the political will referenced in the 1983 Buckminster Fuller quote as "how we can do things together – a structure of structures reflecting and enabling our unity of intent."

To exert this will, Jon believes we must each recognize in our gut and soul that we are all inextricably linked. Going beyond the commonly expressed empathetic statement "I feel your pain," Jon suggests we should instead evolve and expand to the state where there is a natural awareness that "Your pain is mine." This cannot be effectively superimposed as an idea but must go hand-in-hand with the emotional presence of the idea. The emotional presence is even more important than is the idea of our mutual linkage. In our society, this is particularly difficult for men, but we're discussing a stretch beyond for all of us. With this framework of shared feeling and understanding Jon says, "We can then experience the cooperation, cohesiveness, and sense of community to activate momentum toward the evolution of positive solutions, reveling in the ever broadening spectrum of our diversity." Jon again emphasizes the significance of feeling in one's gut

what this means, rather than thinking about it. Jon says, "Thought cannot lead us out of our dilemmas – the nature of thought has led us to our current predicament!"

Jon believes that the basis for positive connections is initial acceptance of self, including the shadows, aspects which we deny or don't look at, that are part of who we are. We must also recognize we have within us elements of what we may not like, or which we judge negatively in others. Integral to this understanding is taking ownership of our own part in a dynamic or problem. For instance, our

complicity with the fear and war basis of the Bush administration's policy, "war" in this case meaning duality, creating sides, us versus them. With an openness to the necessity and possibility of the ease of such acceptance, we can then expand our consciousness, be open to changing the way we think about things, and more readily realize our overall connectedness.

Jon reflects on a core realization of the 1960's: "Much of the way we have been thinking, framing our ideas for thousands of years, needs to change if we really want to solve problems like hunger and disease." Jon stresses that change is a

natural occurrence and can happen in an almost effortless fashion upon acknowledgement of ourselves, our connectedness to each other, and the realization that the old ways are not working. In the 1960's we talked about "raising consciousness." In our evolved understanding 40 years later, we might say, "expanded consciousness," which embraces the old aspects as well as the new.

Two major influences on how we view ourselves and our connection to others are the media and education, which carry a plethora of messages that "one is not good enough." Advertising plays up the need to look better, to have more; education tends to emphasize an enforced discipline, learning by rote to test better, rather than awakening the thirst to learn and grow, invoking dreaming and invention. Jon suggests we look at what the press / media is doing to further recognition of cohesiveness versus generating illusions of differences. Media that fuels and riles up fears of being threatened by someone else or by others' ideas counters the potential we have to solve problems. For example, terrorism's intent is to generate fear; journalism or political speeches which play on our fears, to the exclusion of a more comprehensive understanding, are basically terrorist acts. This fueled-up fear generates its own energy that works its way out into the political arena by creating and buttressing factions. On the other hand, messages that encourage people to expand, to embrace more of themselves, to recognize common concerns, and which emphasize understanding and acceptance of others, are conducive to generating positive energy.





Destiny Arts Center (see also page 9)

Making efforts to solve rather than allowing solutions to evolve as a result of a more open creative understanding, is a war/polarity frame of reference. In education, war/polarity manifests as an externally generated effort – war with oneself, rejection, emphasizing that as you are you are not good enough. On the other hand there is the possibility of encouraging a flowering, an unfolding, awakening one’s innate positive growth inclinations, enhancing respect for self and others. It is war/polarity consciousness which produces antisocial behavior, me against them, mirroring the way we view ourselves.

Education can play a key role in furthering acceptance of self and our capabilities to be engaged and to allow the solution to problems to present themselves. Learning to exercise discernment in the making of choices within the context of the interconnectedness of people and their communities fosters involvement and can help to overcome the sense of feeling overwhelmed by our human condition. Education can play a role in fostering communication skills that are oriented to idea exchange and activating the surfacing of possibilities for solutions in unexpected ways. Jon quotes Paul Valery regarding communication: “For communication to be really communication, there has to be change in both parties,” Jon says. “We must let go of what we think we are proving, so that we can be open to hearing others and the possibilities of change.”

Jon puts forward an optimal scenario conducive to generating the common will for positive resolution of perceived problems. He sees the reaching of a critical mass that recognizes we can invoke effortless change. The factors contributing to this include:

- The paramount importance of joy and appreciation as gratitude.
- The need to move away from the war/polarity framework of taking sides, realizing that this continues the dynamic you think we are fighting against.

- Fully realize that we are all linked. One example would be the electrical fields emanating from our nervous systems.
- Realize that fear is the biggest impediment to generating the will to change.
- With enough acceptance of ourselves and our shadows, which are the parts of ourselves that we judge negatively and don’t accept, we can unmask fears and be able to make clearer and more informed choices.
- Gain the perspective that the world’s problems can be solved – that we are not living in a zero-sum environment where one person’s gain is another person’s loss, but instead, that we have abundance and capacity for everyone to grow and thrive.
- Engaging with people we may think of as different, often finding common ground but not insisting on that, and appreciating the differences.
- Realizing that we can live more fully into such concepts as harmony, and that it is harmonious to “glory in diversity.”
- Learning to trust our combined potential, dropping the need for many of traditional thought’s “insurance policies.”
- Knowing that we are not as limited as we think.

Jon encourages what he thinks was the core of Grateful Dead music – improvisational experimentation – which encompassed having trust to have all kinds of experiences while exploring the path of creativity. The energy for the “will to change” is driven by the willingness to open ourselves beyond our comfort zones. Jon says, “This is the essence of life itself – to not sit on the shore watching what is washed away, but instead to surf on the waves of creative energy, change, and the power to make choices. The key is to embrace these experiences and not to judge them. Some things will carry forward with you, others you will leave behind. This is critical discernment, not judgment.”

Towards Digital Inclusion

Introduction

In July 2001, Sandy Sohcot became Executive Director of the Rex Foundation and was also, independently, invited to become a member of the then Pacific Bell Telecommunications Consumer Advisory Panel (TCAP). It was Sandy's active involvement in the San Francisco small business and women's leadership communities that prompted the TCAP invitation.

As a member of TCAP, Sandy, along with her colleagues, learn about current telecommunications issues and make recommendations to AT&T's corporate leaders about the best actions and policies to address consumer interests and concerns.

Sandy has also introduced AT&T to the work of the Rex Foundation, and AT&T has been a generous sponsor of Rex programs.* The following interview with Ken McNeely, President – External Affairs for AT&T California, is an opportunity to present AT&T's perspective on the important issue of the Digital Divide. Mr. McNeely prefers to call this "digital inclusion," and we sat down with him to discuss the role political will plays in its achievement.



Universal Access

AT&T (American Telephone & Telegraph) President Theodore Newton Vail convinced U.S. President Woodrow Wilson that the telephone as a medium of communication would spread more rapidly if it was brought under one roof so as to ensure uniform provision of services throughout the country. He called this "one system, one policy, universal service," leading to the Kingsbury Commitment of 1913.¹ Then, Universal Service became part of the U.S. Telecommunication regulatory landscape with the Telecommunications Act of 1934,² which sought to improve access to rural and insular areas by subsidizing a massive telecommunication build-out to rural America.

More recently, Congress addressed a growing technological and telecommunication divide between America's urban and rural regions. While basic telephone service is far more ubiquitous (nearly 95 percent of all U.S. households have telephone service today), higher bandwidth and Internet access were lacking. In part, the Telecommunications Act of 1996³ was passed to improve telecommunication access to America's schools, libraries and rural health care providers, as well as promote competition among telecommunication companies. The goals of Universal Service were codified in the United States in the Telecommunications Act of 1996:

- to promote the availability of quality services at just, reasonable, and affordable rates;
- to increase access to advanced telecommunications services throughout the Nation;
- to advance the availability of such services to all consumers, including those in low income, rural, insular, and high cost areas at rates that are reasonably comparable to those charged in urban areas.

Ken McNeely says that with today's rapidly changing telecommunications technology there must be new public debate as to what services should be universally available, along with the policy framework required to ensure such availability. Ken notes that in the past, the focus on Universal Service was primarily driven by public safety and national security, with the goal of connecting all Americans to critical services such as 911 – whether in rural or urban areas – at affordable costs to consumers. Ken says, "Today's technology is making the world much smaller, changing the world and empowering people." Ken points out that the immediacy the Internet provides may make mainstream media as we know it some day obsolete. "We are all our own reporters and camera people," says Ken. For example, Ken notes that the Internet was the source of the first pictures of September 11, 2001, and that YouTube now plays a role in the 2008 Presidential debates.

Ken discussed how today's Universal Service policies operate. Individual states establish a High Cost Fund which collects a nominal surcharge applied to everyone's phone bill that, in turn, provides subsidies to telecommunications companies willing to provide wireline phone service in rural areas at a set rate established by the state's governing body. For example, in California, the basic monthly connection rate for wireline service is \$10.69, while the monthly cost to provide this service can range from \$4 in dense urban areas to as much as \$250 in rural and/or hard to reach areas. The Federal Communications Commission governs similar High Cost Fund flows for long distance or interstate phone service.

The current policy debate among state and federal policy makers and telecommunications companies centers on whether broadband should be considered a basic service and also be subsidized to promote ubiquitous availability across the country. In the recent past, government policy makers considered broadband as entertainment, and, therefore a luxury rather than an essential service. Telecommunications companies offer DSL broadband service that competes against cable's broadband offering – competition that has been effective in improving quality while lowering prices for more and more consumers. As a result, there has

* Including the 2002 event *Building Hope – An Evening With Frances Moore Lappe and Anna Blythe Lappe*, the 2006 human rights dramatization *The World As It Could Be – A Declaration of Human Rights*, and is now supporting the 2007 work that builds on *The World As It Could Be*.



Willie Mae Rock Camp for Girls

been general adoption by the mass consumer market of broadband services, now available for as low as \$10 per month for DSL, with inroads in traditionally underserved minority and immigrant communities, especially among young people. Additionally, educational institutions, particularly colleges, and increasingly high schools and grade schools, are utilizing broadband access and encouraging, if not requiring, its use in order to successfully complete school assignments. The use of broadband is increasingly being incorporated into everybody's lives, whether for employment searches, financial transactions, access to and exchange of information, daily conversations, watching movies, sharing photos or carrying out the full gamut of consumer transactions from travel arrangements to car purchases.

Digital Divide

The term "digital divide" has been central to the policy debate regarding broadband as a basic service. Ken prefers the term "digital inclusion" as the way of describing what he believes companies and regulators should be seeking: that the largest population possible is able to take advantage of available technology. Ken says, "We don't want digital haves and have-nots, especially when it comes to kids in school. Education is where you want to ensure that no one is getting an inferior education due to lack of access to available technology."

Ken outlines the primary issues in the Digital Divide/Inclusion debate, as follows:

- Individual and community accessibility to broadband access to the network of networks that comprise the Internet;
 - The national copper-wire network that has provided tremendous global competitive advantages to the U.S. for so long, is being augmented with fiber optic coverage in order to effectively compete with the fiber optic network technology of other countries.
- With access to the network, individuals and communities must then have the hardware, or the devices, that provide the on-ramp to the Internet;
 - This hardware is continuously changing, moving from the desktop and laptop computers that older adults have

customarily used, to the current proliferation of mobile devices, such as the iPhone, that are highly attractive to young people;

- Adoption of Internet access: Adoption has been a continuing challenge in inner city communities, with statistics indicating that African American adoption, while increasing, is still below Hispanic and Asian adoption rates. The two primary factors affecting the rate of adoption are:
 - Affordability, particularly hardware and monthly subscription costs to access the network;
 - Relevance of Internet access to one's life, where the content provided by Internet access is seen as having significance to one's life.

Ken, speaking for himself, states that basic broadband service should be available and considered an essential component of Universal Service. He said AT&T California is working hard to make broadband available throughout its current service territory, and is making a significant network upgrade, adding even more fiber optic lines to the existing copper network. In California, AT&T covers the majority of the state, as other companies, such as Verizon, provide the remaining coverage.

Ken describes several AT&T initiatives that are both spurring greater access to broadband service as well as shifting policy making discussions to provide a regulatory framework that encourages competition and the expected ensuing proliferation of services at decreasing cost:

- Funding of Community Technology Centers across California to provide broadband access at public libraries, Boys & Girls Clubs and similar types of community organizations;
- \$100 million national grant to One Economy Corporation, a multi-national non-profit that works to ensure technology flows to the most underserved communities, while also working in collaboration with a hardware provider and Habitat for Humanity to identify and wire Habitat homes, as well as provide subsidized broadband service for two years;
- Competing head-to-head with cable companies is driving down prices, thus growing the number of individuals and families that can be included in the digital future.



Salmon spawning grounds, Eyak wilderness, Copper River Delta, Alaska

Ken also explains the initiatives underway among policy makers in California to address broadband accessibility, as they deal with the two primary concerns of how to quickly deploy broadband to rural areas, and where broadband is already available, how to increase its relevance and adoption:

- The Governor has established a Broadband Task Force as part of the California Broadband Initiative, with the mandate to provide a roadmap to close the digital divide by 2010. The Taskforce’s first report is due in October, 2007.
- The California Public Utilities Commission established the California Emerging Technology Fund, with \$60 million funded as part of the approval of the AT&T /SBC Merger, to provide support to initiatives across the state that address the digital divide.

Ken suggests that there must be a “will to change” among the public at large in recognizing the importance of broadband service to society and ensuring a level playing field. Ken suggests asking: *“Is broadband on the same level as subsidizing food and public education? Should every student have a computer and Internet access?”*

At the same time, Ken points out that we must all be aware that wire line service is still of major importance to providing connectivity and access among people, and that there is still not 100% coverage, particularly in rural areas. Therefore, as the importance of broadband acces-

sibility is recognized, it is equally important to see that the policies in place to ensure wire line service in remote areas be maintained.

As telecommunications companies and state and federal policy makers grapple with the digital inclusion / divide issues, it is vital that the broader public gain awareness of these issues and speak out. Each state has its own utility governing body that is a public service entity, paid for by tax dollars. In California, the California Public Utilities Commission (CPUC) has a Consumer Education and Outreach Division where calls and inquiries can be made. The CPUC President is Michael Peevey, and he can be directly contacted with questions and concerns. The Federal Communications Commission is the national governing body. (See the References section to obtain contact information for all resources noted here.)

Ken articulated his definition of political will as “your ability to honor your principles and integrity.” He notes it will take corporate political will, in combination with policy makers, as leaders to affect the changes needed to ensure digital inclusion. And, Ken concurred that the public plays a key role in this process by knowing about the issues and speaking out to their elected officials and governing body entities.

1. http://en.wikipedia.org/wiki/Kingsbury_Commitment
2. http://en.wikipedia.org/wiki/Universal_service
3. http://en.wikipedia.org/wiki/Telecommunications_Act_of_1996

“Few will have the greatness to bend history; but each of us can work to change a small portion of events, and in the total of all those acts will be written the history of this generation ... It is from numberless diverse acts of courage and belief that human history is thus shaped. Each time a man stands up for an ideal, or acts to improve the lot of others, or strikes out against injustice, he sends forth a tiny ripple of hope, and crossing each other from a million different centers of energy and daring, those ripples build a current which can sweep down the mightiest walls of oppression and resistance.”

– Robert F. Kennedy, excerpted from the “Day of Affirmation” Speech, South Africa, 1966

The Will to Change: Feedback from Rex Supporters

We asked Rex supporters on our mailing list, "How do we find the will to generate positive solutions to current world challenges?" These are some of their responses:

"We have to really want to." – William Harning

*"Almost every day I receive something in my email about the need to address a challenging situation. Whether it is the war, world hunger, a disease state, global warming, the political environment... There is always someone wanting ME to do something. I have come to the conclusion that if each of us selects one thing (okay, maybe two) about which we feel passionate and work hard on that, we can make a difference across the board."
– Martha Saly*

*"The will is always a matter of the individual taking small steps and a leader at the top to help show the way."
– Phil Eisengart*

*"I'd say start by registering as independents. I'd also say that maybe it's time to make politics part of polite conversation."
– Rupert Ayton*

*"Look beyond our own comfortable blessed lives and see how others less fortunate live."
– Michael Fasman*

"By seeking the company of good friends, with whom you can enjoy good wine, good food, creative conversation, and the ability to recharge our batteries of optimism." – Ken Cleaveland

"The will to effect positive change, in my opinion, comes from an interactive community. A community that supports open dialogue, active participation, close contact with others and a genuine

*concern for current world challenges can generate innovative and positive solutions to these issues."
– Casey Lowdermilk*

*"The first step is finding others who reinforce this positive energy with their optimism. These people are easily encouraged to come up with ideas that can intrigue the experts who then give these efforts credibility. The next step after that is about action and education. By modeling effective behavior we create evidence this kind of solution is possible. The more people see effective results the more people will become excited."
– David Vineberg*

*"We find the will by being an example for others and working together with others for social change. We need to always have hope."
– Janet Leach*

*"Al Gore's efforts have recently shown a great example of how passion and transparent commitment to a cause, backed by scientific and documented evidence, can woo people into sanity. We need a lot more of this and leaders who know how to communicate across and despite party lines in the US."
– Rory Bakke*



*"Because if history has shown us anything it is that the human will for good always outweighs its desires for self destruction."
– Paul Sullivan*

"Only sacrifice will give us the will to solve problems. We cannot continue to live as though our 'quality lifestyles' don't inform the decisions that are resulting in great harm to our world." – Alan Loving

"Start on a small, local scale – so that the task doesn't seem overwhelming. For instance, switching to CF lightbulbs. Or, walking more around town instead of using your car." – Lorne Abramson

"Once in awhile you get shown the light, in the strangest of places if you look at it right." – Robert Hunter

Profiles of Some Rex Foundation Beneficiaries *demonstrating what the will to change can accomplish*

Circle of Life

Julia Butterfly Hill, the environmental activist who is famous today for her 738 day occupation of a giant redwood tree, is renowned for her steely morals and unsurpassable determination. With little more than sheer will to exercise her power as an individual, Julia was able to rouse the world to the realities of logging and, with help from others, negotiate the safety of a nearly 3 acre slice of forest. However, winning the protection of the tree "Luna" was just the beginning. In 1999 Julia founded Circle of Life, an organization dedicated to inspiring environmental activism and awareness of one's personal responsibility as a member of this planet. Circle of Life consists of three programs that encourage outreach, interconnectedness, and education: We the Planet, The Action Support Center and Teacher Education. Not only has Julia Butterfly Hill been a beacon of influential willpower, but her founded organizations have inspired hundreds of others to discover their own strength.

P.O.Box 3764, Oakland, CA 94609 • 510-601-9790 • www.circleoflife.org

Mwangaza Tanzania

Mwangaza Tanzania is a non-profit organization committed to the support and creation of health-related projects in Tanzania, specifically related to mental health and physical disabilities of children in rural areas. Based in Chicago, Illinois, the staff of Mwangaza Tanzania have dedicated themselves to improving the lives of children thousands of miles away by educating isolated Tanzanian communities about physical disabilities, helping to establish clean water sources to prevent various illnesses and birth defects, and helping children get medical care as needed. Founder Paula Gremley remains very active in the organization and even travels to Tanzania to lead "outreach safaris" with a group of Tanzanian professionals. On these trips, the Mwangaza team travels to remote communities where they hold clinics, assess children with disabilities, and help individuals seek treatment or rehabilitation. The people of Mwangaza Tanzania have been able to offer hands-on care to communities across oceans, borders, and cultural lines through their strong determination to help out.

P.O. Box 10074, Chicago, IL 60610 • 312-923-2774 • www.mwangaza.org

Wounded Warrior Disabled Sports Project

Founded in 1967 by and for Vietnam veterans, Disabled Sports provides sports and rehabilitation programs as a means of early intervention and transition back into civilian life. Today Disabled Sports has a nation-wide network of over 80 community based chapters. The Wounded Warrior Project's commitment is to identify severely and permanently disabled soldiers from the Global War on Terrorism in Iraq and Afghanistan and to provide them with the opportunity to gain confidence and dignity through sports, recreation and educational programs. The "Wounded Warriors" and their family



Okanagan Highlands Alliance

members are provided these opportunities free of charge, including transportation, lodging, adaptive equipment and individualized instruction in over a dozen different winter and summer sports.

451 Hungerford Drive, #100, Rockville, MD 20850 • 301-217-9840 • www.dsusa.org

Parents' Circle

Since its inception in 1995, Parents' Circle – Families Forum has played a crucial role in spearheading a reconciliation process between Israelis and Palestinians. The Forum members consisting of several hundreds of bereaved families, half Palestinian and half Israeli, have all lost immediate family members due to the violence in the region. The organization strives to offer a breakthrough in people's frame of mind, to allow a change of perception, a chance to re-consider one's views and attitudes towards the conflict and the other side. The Forum activities are a unique phenomenon, in that they continue during all political circumstances and in spite of all tensions and violence in the region.

P.O. Box 321934, Ft. Washington Station, New York, NY 10032 • 212-509-2407
• www.theparentscircle.org

Eyak Preservation Council

Eyak Preservation Council's (EPC) mission is to protect the inherent rights of culture, heritage, language and ancestral lands needed to preserve and restore the Eyak tribes' continued existence as an independently recognized Alaskan tribal nation. EPC was founded in 1989 following the Exxon Valdez oil spill in Prince William Sound, Alaska. The people of the Sound began to rally, finding hope, courage, and strength. Their collective voices grew. The fisherman united with Natives and environmentalists to convert tragedy into cutting edge conservation, preserving nearly 700,000 acres of endangered wild salmon habitat. Since that time, EPC has continued to produce tangible and cutting edge results in the Copper River watershed. Today, EPC is recognized as the leading Native founded and led conservation organization in the region.

P.O. Box 460, Cordova, AK 99574 0183 • 907-424-5890 • www.redzone.org

Resources – Publications, Organizations, and Websites

***Blessed Unrest: How the Largest Movement In the World Came into Being and Why No One Saw It Coming*, by Paul Hawkin**

Paul Hawken has spent over a decade researching organizations dedicated to restoring the environment and fostering social justice. From billion-dollar nonprofits to single-person causes, these groups collectively comprise the largest movement on earth, a movement that has no name, leader, or location, and that has gone largely ignored by politicians and the media. He interprets the movement as humanity's immune response to political corruption, economic disease and ecological degradation. "Life is the most fundamental human right," Hawken writes, "and all of the movements within the movement are dedicated to creating the conditions for life, conditions that include livelihood, food, security, peace, a stable environment and freedom from external tyranny." *Blessed Unrest* explores the diversity of the movement, its brilliant ideas and innovative strategies.

www.blessedunrest.com

***The Last Hours of Ancient Sunlight: The Fate of the World and What We Can Do Before It's Too Late*, by Thom Hartmann**

The Last Hours of Ancient Sunlight begins by explaining the state of our environment and the devastating effects of human behavior on the Earth during the last 10,000 years. With terrifying honesty it chronicles the level of damage facing those of us living in the 21st century and hints at the disturbing consequences facing our children. It goes on to detail how a shift in the way we, as a human culture, have perceived ourselves in relation to our environment has led to exploitation of nature for short-term gains with devastating long-term effects. The final section of this book offers ideas about what we as individuals can do in the face of the enormous problems caused by our modern way of life.

www.thomhartmann.com/last.shtml

Buckminster Fuller Institute

Today, the know-how and tools from a rapidly growing design revolution are available to enable all people to achieve a quality standard of living while sustaining the health of our planet's ecosystems. The Buckminster Fuller Institute (BFI) serves as a catalyst for the design and implementation of breakthrough strategies for achieving a sustainable future. www.bfi.org

Resource Renewal Institute

The Resource Renewal Institute facilitates the creation, development and implementation of practical strategies to solve the entire complex environmental problem by addressing it comprehensively. RRI is an incubator of transformational ideas designed to challenge and change the piecemeal way our resources are currently managed and protected. Implementing long-term policies and

plans will guarantee the health of the planet and a high quality of life for future generations.

www.rrri.org

Environmental Working Group

The mission of the Environmental Working Group (EWG) is to use the power of public information to protect public health and the environment. EWG specializes in providing useful resources to consumers while simultaneously pushing for national policy change.

Its goals are to protect the most vulnerable segments of the human population—children, babies, and infants in the womb—from health problems attributed to a wide array of toxic contaminants and to replace federal policies, including government subsidies that damage the environment and natural resources, with policies that invest in conservation and sustainable development. EWG's research brings to light unsettling facts that the population has a right to know. It shames and shakes up polluters and their lobbyists, rattles politicians and shapes policy. It persuades bureaucracies to rethink science and strengthen regulation and provides practical information that can be used to protect families and community.

www.ewg.org

Care2.com

Care2.com is a web-based network whose goal is to make the world a better place by connecting people who care with the organizations, responsible businesses and individuals getting results. It's a big plan that touches on health, the environment, women's rights, spirituality, children's welfare, human rights and much more. Care2.com exists to facilitate and empower all of these amazing, diverse efforts. More than a million new members joined Care2 this past year. Young and old, rich and poor are meeting, discussing, getting involved and making a difference.

www.care2.com

Change.org

Change.org is a social network for social activism, incorporating nonprofits, politicians, and people across the globe. It aims to transform social activism by serving as the central platform that connects likeminded people and enables them to exchange information, share ideas, and collectively act to address the issues they care about. To augment the power of the grassroots networks that develop through Change.org, they help connect these networks to the many nonprofit organizations that are already working to advance worthy causes around the world – over 1 million in total. The site facilitates dialogue and collaboration by creating a social network around each nonprofit, thereby allowing users to participate in ways never before possible – by posting ideas and suggestions, engaging in direct dialogue, and organizing communities of donors, volunteer events, and rallies.

www.change.org



40th Anniversary of the Summer of Love, San Francisco, 2007

The Small Planet Institute

Frances Moore Lappé and Anna Lappé founded the Small Planet Institute in 2001 to help define, articulate, and further an historic transition: a worldwide shift from the dominant, failing notion of democracy as a set of fixed institutions, toward democracy understood as a way of life, a culture in which the values of inclusion, fairness and mutual accountability infuse all dimensions of public life. On every continent, people are creating such “living democracies” as they discover their power to remake societal rules and norms to serve their widely shared values. The Institute furthers this historic transition through collaborative public education efforts with colleagues worldwide and through our own books, articles, speeches, and other media. www.smallplanetinstitute.org

WELL Network

WELL Network is a non-partisan, nonprofit, membership organization founded on common concerns about the link between the health of the environment and the health of children and families. WELL Network members are women in business, philanthropy, and civic life who believe that a healthy future depends on a healthy environment now. www.wellnetwork.org

WiserEarth.org

WiserEarth is a collaborative tool and a comprehensive directory to link and empower the largest and fastest growing movement in the world. It is a user created open-source community directory and networking forum that maps and connects non-governmental organizations and individuals addressing the central issues of our day; climate change, poverty, the environment, peace, water, hunger, social justice, conservation, human rights and more. www.wiserearth.org

California Emerging Technology Fund (CETF)

The mission of CETF is to provide leadership statewide to minimize the Digital Divide by accelerating the deployment of broadband and other advanced communication services to underserved communities and populations. San Francisco: 415-744-2383 • Los Angeles: 213-346-3222 • www.cetfund.org

California Broadband Initiative and Task Force

Gov. Schwarzenegger signed Executive Order S-21-06 on October 27, 2006 (amended November 28, 2006 as S-23-06), establishing the California Broadband Initiative, to clear the government red tape for building broadband networks, ensure all government agencies are using the best technologies to serve the people, and create a California Broadband Task Force that lets experts from government and business work together to identify and eliminate obstacles to making broadband internet access ubiquitous in the state. 916-323-5480 • www.calink.ca.gov • www.calink.ca.gov/aboutus/taskforce.asp

Federal Communications Commission (FCC)

The Federal Communications Commission (FCC) is an independent United States government agency, directly responsible to Congress, established by the Communications Act of 1934 and charged with regulating interstate and international communications by radio, television, wire, satellite and cable. 1-888-225-5322 • www.fcc.gov

California Public Utilities Commission (CPUC)

The CPUC regulates privately owned telecommunications, electric, natural gas, water, railroad, rail transit, and passenger transportation companies, in addition to authorizing video franchises. 505 Van Ness Ave., San Francisco, CA 94102 415-703-3703 • www.cpuc.ca.gov