

WORLD GOODWILL

NEWSLETTER

A quarterly bulletin combining comment and information on world affairs with details of the work and programme of World Goodwill

Mr Mtshali Read it

1989, No. 1

COMMUNICATIONS AND THE MASS MEDIA

Reporting the Conversation of Humanity

If the world is going to be changed it will be because a new image appears that people will hold to and in which they will place their beliefs and their hopes.

J. G. Bennett

The conversation of humanity couldn't really begin to include all peoples in its orbit until the year 1957 when the first satellite was launched by the Soviet Union. Sending satellites out into space didn't only transform the way in which we thought about the solar system and the universe — it had an incredible impact on the way we live here, on Earth. In John Naisbitt's words it actually "turned the globe inward upon itself".

A good number of the satellites that orbit the earth act as relay points in communications systems — they receive and transmit an endless stream of messages. Along with computers the satellite has made it possible for us to overcome the limitations of space and time. Regardless of where we live, whether it is in Africa, in Europe, Asia, the Pacific or the Americas we can always be in touch — talk to each other, exchange information, share ideas and so on. By using a telephone or a fax machine or electronic mail we can function as if there were no separation in space and time. In his book, **The Awakening Earth**, Peter Russell describes how instantaneous these links can be. From his isolated cottage in a forest in England he writes that he can pick up his telephone and dial a number in Fiji and "it takes the same amount of time for my voice to reach Fiji down the telephone line as it does for my brain to tell my fingers to touch the dial". We have become that close, cells within a global brain, cells that are now linking up and establishing connections.

This is having a quite extraordinary impact on the conversation of humanity that circulates through the media of our age — television, radio, newspapers, books, journals, brochures and so on. For one thing we are beginning, for the first time, to get to know ourselves as a species. When billions of people listened on their radios to the first landing on the moon and shared the joy and wonder of that "great leap for mankind" they were giving birth to a new experience of the heart — the experience of being part of a conscious, instantaneous planet-wide event.

Since that time there have been many other examples of the media enabling people around the planet to share an experience of their oneness and of their common human concerns. Perhaps the most outstanding examples have been the television link-ups for Band Aid, Sport Aid and Live Aid when billions have enjoyed music or non-competitive sport together while reflecting on the needs of their brothers and sisters in sub-Saharan Africa, and actually taking action to relieve distress and attack the long-term causes of the famine.

Education of humanity

In programmes like these and so many others the media is playing a powerful role in the education of humanity. Not only does it expose us to the realities of our interdependence and oneness — it stimulates us to think about the dangers, the opportunities and the choices posed by this new-found interdependence.

One of the best ways that the mass media educates minds and hearts for a global age is by exposing us to the diversity of the human experience. It is true that drama and documentaries on radio and television, and feature stories in the press, are still dominated by the narrow and shallow perspective of the 'soaps' with their often unsympathetic views of minorities and 'foreigners'. There is nothing new about that. But what is new and of far greater significance is the quantity and quality of material that we are being exposed to that *does* stretch our sensitivities by introducing us to new cultural experiences. The insights and values, the customs and arts, the joys and difficulties of the many cultures of the world are being aired in a wide variety of programmes and stories. And people are watching, listening and reading. In Marilyn Ferguson's words, the media is helping to "break our cultural trance, crossing borders and time zones, giving us glimpses of universal human qualities that illuminate our narrow ways and show us our interconnectedness. They give us models of transcendence; virtuoso performers and athletes, brave survivors, floods and fires, everyday heroism".

One of the most encouraging things to report about the media in recent years is the way in which the goodwill perspective is beginning to be expressed.

Environmental issues are presented frequently and with particular clarity. Major newspapers are employing special correspondents to highlight such stories as the destruction of the rainforests, pollution of water, air and food, disposal of waste and so on. Each of these issues has wide ramifications, and one of the tasks of the serious reporter is to show how they affect the individual and so clarify the choices confronting society. Environmental issues are now big business in the communications industry. David Attenborough's television series, 'Life on Earth', was broadcast around the world and the book which accompanied the series had sold more than four million copies by the middle of 1987. In Northern Europe a survey of television stations revealed that "news on environmental issues is very strongly established", and that these issues are presented in a penetrating manner "either by research and warning programmes put together by investigative journalists, or by televised debates". Television stations in Europe, and elsewhere, have discovered that, if an environ-

mental issue is well presented in a high quality production that is both entertaining, visually exciting and informative, it will attract a good audience. And by attracting a good audience the producers are assured that more money will be available for similar programmes in the future.

Two large-scale television productions involving the collaboration of many countries in presenting a goodwill perspective were 'Only One Earth' and 'Battle for the Planet'. Both involved extensive input from the service network. 'Battle for the Planet' was produced by the International Broadcasting Trust and was partly funded by the World Commission on Environment and Development, which saw the programme as a way to communicate the issues raised in the Brundtland Report to a much wider audience. It is almost certain that television in the future will rely more and more on programmes like this — produced internationally, with an international message, and drawing upon the input of the international service network.

It's not only the one-world view of leading servers in the fields of ecology and development that is finding its voice in the mass media. The consciousness of wholeness and synthesis which informs and sustains much of the service network is also being reported. Many hours of programme time have been allocated in Western radio and television over the last year to such matters as near-death experiences, the role of meditation in relieving stress and contributing to well-being, and many of the complementary medicines that incorporate refreshing new perspectives on the constitution of the human being. These more subjective and philosophical issues are difficult to report in the context of the relative superficiality of so much of the media, but one suspects that they are getting more coverage than they ever have had in the past and, in many cases, better coverage. For example one major British newspaper, The Guardian, has an occasional column called 'Lifewaves' in which are reported stories on body energy fields and on the role of vitality and the life principle in psychology and the healing arts.

And yet — all this is true but it would be quite wrong to suggest that the media has become the voice of a new global ethic. Everybody knows from their own experience that so much of what is broadcast and printed has the effect of lowering rather than raising consciousness.

Those who own and control the press, the radio and television continue to produce material that is dominated by sensation, superficiality and trivia. In many parts of the world state censorship continues to stifle any reporting of the fiery issues of poverty and human rights. The minorities, the poor and the disadvantaged continue to find that their contribution to the global conversation is, for the most part, ignored. What is reported throughout the world is predominantly the news as it is seen by the countries of the North. But what else can we expect? These problems simply reflect the fact that humanity is a global family in which greed, separativeness and self-centredness are still a large part of its nature.

New vision

But profound changes are taking place; a new vision is being communicated to a mass audience through the media. The skills in communication developed by journalists, designers,

copy-writers, producers, interviewers, presenters and scriptwriters are now being put to good use by the service network. For instance, there are a growing number of media people who are themselves motivated by inclusive values and are always on the lookout for good material. And service groups are devoting more attention to getting their message across through the mass media, and are actively seeking out the skills they need for this.

The skills they are acquiring are not only transforming the way that groups are able to speak to a mass audience; they are also lifting the quality of newsletters, videos, cassettes, brochures and so on distributed among members, co-workers and like-minded people. And this means that supporters are more aware of issues — they feel more involved and they are more effective in their work as agents of change.

With this issue of the Newsletter we have tried to capture

something of the way in which the service network is learning to communicate its message with greater enthusiasm and skill. It is, we think, a stimulating amalgam of news and comment. There is a report on media and the Third World; thoughts from Tarzie Vittachie, a noted columnist with 'Newsweek' and other journals and, until recently, deputy executive director for UNICEF; a report on a conference arranged by media specialists for conservation groups with advice on how to approach the media; and a number of brief reports on some of the groups that are working to communicate the insights and the message of the goodwill movement to a mass audience. There are so many groups working in this area that we have only had the space to report on a small selection. Preparing this Newsletter has been an education in itself, we have been astonished by the amount and the quality of work that is being done to make the media a vehicle for the spiritual transformation of humanity.

Electronic circuitry is orientalizing the West. The contained, the distinct, the separate, our Western legacy — are being replaced by the flowing, the unified, the fused.

Marshall McLuhan

MAKING THE INVISIBLE VISIBLE

Tarzie Vittachi talks about the task of the journalist

Tarzie Vittachi is a journalist with an international reputation. For eight years he was editor of the Ceylon Observer; he was for a time Asia Director of the International Press Institute; he has been (and in some cases still is) a special correspondent and columnist for such prestigious papers and journals as The Economist, the Sunday Times and Newsweek. He is a journalist with a commitment to global issues and this has led him to serve the international community in a number of ways: from 1974 to 1979 he was Director of Information and Public Affairs for the UN Population Fund, and from 1980 to 1988 he served as Deputy Executive Director of Unicef. Tarzie Vittachi is the author of several books and for over 25 years he has been chairman of the World Subud Council.

When he spoke at the recent gathering of parliamentarians and religious leaders at Oxford he addressed the issue of the media and human values. The following comments are taken from his talk:

What is the role of the communicators — we journalists of the mass media — in this crucial time in which the forces of destructive violence and the impulses of survival and development are moving side by side though contrapuntally? Do we continue to make our customary, facile pleas that we are not participants in the drama being played out there, and that our

function is that of a disinterested spectator holding up a mirror to society?

I suggest that there is a possibility for those engaged in our trade, whether we come from the West or East, North or South, to make common cause in the face of the enemy we have identified — the violence of war and the violence of

poverty of body and soul — and to take a morally committed stance in our reporting of reality, just as some 150,000 physicians against nuclear war who once pleaded scientific detachment, have abandoned that sterile attitude and have accepted the role of placing their professional skills in the service of peace. I cut my professional teeth in Fleet Street and became a fervent advocate of the freedom of the Press and was vehement about my Rights as a journalist. I am still. . . . But, as I observed over-abundance, deer parks co-existing side by side with purulent slums, populations growing rapidly because too many children were dying from preventable causes so that parents were building insurance-size families as a hedge against the possibility of being left childless and their lines dying out, I began to be increasingly concerned not only with my rights but also with my responsibilities as a journalist.

I believe that the greatest human stories of our time are processes which we do not report or report well, and not just events which so many of us report so skilfully and indefatigably. Population growth, the story of the human race galloping towards a total of 6 billion by the end of this century, merely a dozen years away, is a process, and we have not yet learned to report it studiously. We still report it occasionally in terms of crises and demographic bombs and population explosions, and not as a problem of survival, education, equitable distribution of resources and development.

The impoverishment of Africa, not just by unseasonable drought and brutish human conflict, but by market forces which are destroying the forests and the frail safety nets of subsistence agriculture which had enabled the people of the Sahel to cope with drought for centuries, is a process. But we report it only when the story breaks as a famine. We photograph children at the end of the scale of malnourishment with their rickety limbs and distended bellies and convey the impression that this is how an undernourished child looks. Ninety-eight percent of undernourishment is not like that; it is a furtive, vampire disease invisible even to the mother's eye.

We need to learn how to make the invisible visible by using our skills and our technology more professionally than we do.

We do not need a New World Information Order, especially one that is sponsored by Ministers of Information who are not in the business of providing information but of suppressing it. But we do need a new information attitude, a new set of news values and new training which enables us to make process reporting as interesting and vital as we make the daily events we report. Reporting process — finding answers to the questions “why” and “how” is the inner dimensions of journalism. “Who”, “what”, “where” and “when” are questions we have always asked. They deal with the outer aspects of human lives. We need both because life is not about either/or but about and/and. One without the other disables and impoverishes the mind.

More and more journalists, I am glad to say, are thinking along these lines and there is more awareness now of the danger of reporting the world in nineteenth century stereotypes.

Some time after the Oxford event, WORLD GOODWILL spoke with Tarzie Vittachi. He returned to the theme of how good the media are at reporting events but how bad they are at reporting processes and trends:

“Journalists have a larger function than just reacting to what happened the previous night. We should be studying what is taking place, what took place yesterday, what are the trends, what are the processes that lead to the events that we have reported. . . . But we don't report the processes for two reasons. One is because we don't know how to. We have been trained how to report events, and we do that extremely well. And the second reason is that we don't want to. We are not interested. Now that I find very, very difficult to understand. Why are we not interested in such massive human stories as population growth when it can lead to the events that we will report. The desert-making in Africa is an enormous, terrible process that is going on and we report it only in terms of drought and famine.”

What, we asked, is the role of the media? What can journalists, editors and broadcasters who do report the deeper processes that are affecting humanity hope to achieve? The goal, he replied, is “transformation; transformation through increased knowledge and understanding which leads to changes in behaviour. That is the way we can prevent nuclear war and other disasters”.

Tell them a story

And how can the development movement attract media interest in their work? “Tell them a story. They'll be interested in a good story, that's their product. If I had my way I would abolish the word ‘development’ from the vocabulary of the international community. It's a boring word. It's a switch-off word. Instead we have to tell the great story of human beings trying to pull themselves up by the boot-straps. It's a fantastic story in various colours, in various forms of sweat and energy, of people bucking against all sorts of extraordinary odds. Let me give one such story. A colleague and I were driving down to my old home in my village in Sri Lanka. We saw a funeral coming the other way on a dirt road. I stopped the car to let the funeral pass by. It was a funeral procession of four people. The father carrying a two and a half foot coffin on his shoulder with the infant who had died. The mother weeping into her sari. And two little siblings, two tiny little kids scampering alongside trying to keep pace with the mother and the father. This colleague of mine and I, we are case hardened people, yet our eyes were full of tears. They were full of tears because this incredibly lonely tragedy that was taking place here was replicated forty thousand times around the world that day. There were forty thousand such funerals that day. When I tell the story I can still feel that heart response. And I see your reaction in your eyes. I won't call this sort of story ‘development’. It's a human story, so we must tell it as a human story.”

Focussed, determined, enlightened public opinion is the most potent force in the world.

Alice A. Bailey

LOOKING SOUTH — LOOKING EAST

Some Issues in the Communications Revolution

If we look to the South and the East we find that there are a number of aspects to the communications revolution that are of particular significance to the awakening of the human spirit.

In the East the media is undergoing a radical transformation. The policies of *glasnost* and *perestroika* are having a profound impact on radio, television and the press through most Eastern bloc countries. As state censorship and bureaucratic controls are gradually lifted the media is playing a key role in stimulating new and fresh thinking. On a global level, radio and television are taking the lead in bridging the divide that has existed for so long between East and West.

The bulk of the world's peoples live in the South. There are two dominant concerns here. First is the fact that so much of what is reported in newspapers and broadcast from radio and television in the developing world comes from the wealthy industrial nations of the North and carries with it the values and culture of the North. Many areas of the South are struggling with the battle against poverty — they have their own local traditions, values and identities to give them the inspiration and inner resources that must be released if they are to liberate themselves from poverty. The fact that so much of the media is dominated by material from the North promotes a sense of dependency in the people.

The second dominant theme in Third World media is the issue of censorship and state control. In many Third World countries, but by no means all, the governments select and control the reporting of news and events. If used wisely, official control of the media can counter the excessive use of Western material and promote a local awareness of development issues. More often than not, though, national restrictions are used to bolster support for the government of the day and to broadcast a bland diet of dogma and cheap Western programmes.

Communication for development

But there is plenty to report about communication issues in the South that is encouraging and positive. "Development communication" is in vogue — it refers to the process of involving all participants in any development project in dialogue and exchange. For the experts this means not just communicating knowledge and skills to the community — but also listening to the community and involving local people in the planning and implementation of the project. A new emphasis is being placed on the use of radio, video, street theatre and other means to provide information on health and development issues. The FAO journal, 'Ceres', refers to work being done by a rural radio station in Mauritania as an example of the new approach: "Hours of recordings are made with rural people in their villages. The rural radio team

promotes, and participates in, local festivities, and organizes quizzes and competitions in eloquence on a variety of themes that are of importance to rural people."

Video is a medium that is being used increasingly by community groups in the developing world to provide information and programming relevant to the needs of the poor. The great advantage of video is that it is relatively inexpensive and that it can be used to get a message across with considerable impact. It has enabled the tools of the media to be placed in the hands of the people.

Satellite broadcasts

There are those who argue that the growing number of television stations around the world and the introduction of Direct Broadcast Satellites (DBS) will lower the standard of what is being broadcast in the Third World and elsewhere. Television is an extremely expensive commodity. One second of a quality drama production in the UK is said to cost around £100; three seconds of light entertainment or seven seconds of news costs a similar amount. More stations will have fewer resources and a smaller share of the audience so it will be more difficult to justify the expenditure required for quality programming. The DBS system will then be served a diet of cheap and low quality programmes aimed at the widest possible audience.

A much more optimistic view was offered in a recent edition of the major Third World journal, 'South'. The issue for November 1988 featured a cover story under the title 'Media Star Wars'. As well as voicing fears that the media barons of the North and their values will dominate world TV, and that in the South only the rich minority will ever be able to afford the dish required to receive DBS programmes, the magazine presented a more hopeful view. Satellite broadcasts will overcome the censorship that exists in many Third World countries, "the authorities can do little about it bar tearing down their antennas". The proliferation of stations in the North means that TV companies are continually looking for new material and Third World film makers and production companies can help to meet the demand with programmes that present a Southern view. The journal shows that this is already beginning to happen in the United States where more Third World programmes are being broadcast now than were ever shown before.

The monthly magazine 'South' is a fine example of Third World media. It has an international readership and features background and news on all issues of relevance to the South with a special focus on economics and business. In October 1988 it achieved a notable first with the launch of a Chinese language edition to be published jointly by 'South' and a department of China's Xinhua news agency.

MEDIA NATURA

Raising Awareness on Conservation Issues

In November last year World Goodwill was privileged to attend a seminar in London that was organised by a remarkable new U.K. charity, Media Natura.

Media Natura has been called a 'dating agency' linking communicators with the ecology movement. It enables professionals from the communication industry to offer their services free, or at cost, to conservation groups. A few months after being formed the group had over 300 names of designers, illustrators, video, radio and television producers, copy-writers, journalists, photographers and camera operators, public relations consultants, and others who have offered to help. The initial funding has come from the founder, John Wyatt, and his video company, Firefly.

Perhaps the most valuable service the group offers is to bring together professionals from different areas of the media industry to help a conservation group define exactly what it is they want to communicate; exactly who they want their message to reach and how communications can help them achieve their short-term and long-term goals.

The seminar provided an overview of the process with presentations from a number of media professionals. They talked about the way in which their particular aspects of the communications industry can be used by conservation groups and, in the case of television and press representatives, what conservation groups can do to have the best chance of getting coverage in the mass media. And that was just the morning programme! The afternoon was devoted to a proposed campaign by Friends of the Earth with discussion from the panel on the most effective way of communicating with each specified target audience.

The day revealed how important it is for conservation groups, and indeed any groups in the service network, to be more skillful in communicating their vision and their message. Some of the ideas from the television and press that seemed to have general relevance: to build up a list of named media contacts; to keep the list up to date; to send the contacts information that might help them in their work; to put yourself in the shoes of someone who is under pressure from editors

to present an article or production that will be interesting to the audience that the paper or the programme is aimed at. Remember, television is looking for something that will be visually interesting; the media loves anniversaries and it loves big names — 'stars' and 'experts'; the media hates being used by groups to push their propaganda — try to get independent support for your story. Can the message you want to communicate be expressed in the form of a human interest story? If you are communicating ideas, how can these ideas be clothed in examples that listeners and readers can relate to? Be simple — use simple everyday language in getting your message across. Before approaching the media, ask yourself why should this news be broadcast now? What makes the item newsworthy? Concentrate on trying to get across one or two clear ideas and think those ideas through very carefully before approaching the media.

Media Natura is a British group — they are keen to develop international links.

Media Natura, London Ecology Centre, 45 Shelton St., London WC2H 9HJ, UK.

COMMUNICATIONS INITIATIVES

FROM WORLD GOODWILL — LUCIS TRUST — LUCIS PRODUCTIONS

In the London, New York and Geneva headquarters of World Goodwill various initiatives have been taken to communicate a universal spiritual vision to a wider audience. It is recognised, however, that this work is still in its infancy and much more will be done in the years ahead.

The focus on media work began with the creation of a division of the Lucis Trust to develop audio materials for radio broadcast. Equipment was purchased and a number of programmes have been made by Lucis Productions — these include a 3-cassette series on death and near death experience featuring interviews with Elizabeth Kübler-Ross and Kenneth Ring and a series of 24 five-minute programmes on the science of meditation which is currently being broadcast by CIUT in Toronto, Canada, where it is attracting a very good listener response. One series of five cassettes contains interviews with Mary Bailey, former President of the Lucis Trust, on a wide range of subjects that develop many of the themes of the Alice Bailey books. The books themselves have also been recorded on cassette tape in English and these tapes are available on loan.

A major initiative was the World Service

Forum series of cassettes. Talks given by leading service groups at meetings organised by World Goodwill are available on cassette. The audio cassettes provide an outstanding resource of sound material for use in radio programmes on a wide variety of subjects. Although they were originally intended for radio broadcast, the tapes have been used mostly by local groups as the basis for discussion meetings.

Video work has also been developed in recent years and the New York headquarters operates a video studio with equipment for the production of basic programmes.

A World Service Forum series features interviews with speakers at the Forum meetings in New York and the Twelve Spiritual Festival series presents talks appropriate to the monthly festivals of each full moon period. Both series are regularly broadcast on Manhattan Public Access channel 'D' twice a week (Sunday and Friday) and on a number of other cable stations around the country. The interviews with Mary Bailey mentioned earlier are also available in the USA on video. The American video system is unfortunately not compatible with systems in Europe and many other parts of the

world — hence these videos are not available outside the Americas without resorting to a rather expensive electronic transfer process. A different approach has been taken to video by the London Headquarters. Videos produced outside of the Lucis Trust are offered for loan or sale. These include the Humanitas series (see the report on TVE elsewhere in this Newsletter), a video on The Great Invocation with music by Brian Eno, and a separate one-hour television programme on the Wesak Festival produced for the Australian Broadcasting Corporation by film-maker Albert Falzon.

A new step was taken in 1988 by World Goodwill Geneva headquarters when a concerted effort was made to attract media coverage of their November seminar which featured addresses by two prominent scientists: Dr Jacques Benveniste and Prof. Jacques Grinevald. A press pack with special advance publicity, background notes on the speakers and copies of newspaper articles on the work of the scientists was circulated to radio, television and press in Geneva. The result was four radio interviews with a World Goodwill representative and the scientists and a newspaper article.

SERVING HUMANITY VIA THE MEDIA

THE BETTER WORLD SOCIETY

US media magnate Ted Turner's Cable News Network (CNN) transmits its cable news programmes via satellite to nearly 60 countries. In the States CNN has become the fourth major TV network — and the first to concentrate on news and current affairs. With the new era of Direct Broadcast Satellites about to transform international viewing, Turner Broadcasting is poised to become what one paper has called "newsagent to the global village".

What makes Turner unusual in the media business is that he is a man who has a vision of the way in which television can be a force for good in the world. Not only is he founder and Chairman but he also provided the seed funding for The Better World Society. This is an international organisation with a board of directors that includes people like Prince Sadruddin Aga Khan, Jimmy Carter, Gro Harlem Brundtland, Rodrigo Carazo, Jean-Michel Cousteau, Georgiy Arbotov of the Soviet Union and Zhou Boping of China.

The society is dedicated to using "the power of television to present thought-provoking programming on issues of global concern — the nuclear threat, exponential population growth, degradation of our environment and the need to foster international understanding and co-operation". They produce programmes themselves as well as sharing productions with other groups around the world, and they arrange for programmes to be distributed and broadcast internationally.

In addition to television programmes, the Better World Society have funded and produced major television advertising campaigns supporting arms control agreements; and they have a range of activities designed to stimulate citizen action on global issues.

The Better World Society, 1100 17th St.NW, Suite 502, Washington DC, USA 20036.

GREENHOUSE 88

The Australian government's Commission For the Future has drawn upon all the resources of modern communications technology in its project to raise awareness of the threats to the earth's climate caused by atmospheric pollution. The Commission organised the world's first satellite-linked conference on the greenhouse effect in November 1988. Australia is a vast continent and, in order to bring the nation together in a shared focus on the topic, simultaneous conferences were organised in ten major cities. This involved a year's planning by ten separate secretariats. The opening night of Greenhouse 88 began at different times in each centre (Australia covers different time zones) so that all could be united by a television link-up by satellite. Key addresses were delivered from Melbourne and Canberra: a special video was relayed at all venues. Questions from around Australia were put to a panel.

Commission For The Future, P O Box 115, Carlton South, Vic 3053, Australia.

LIFE-LINK

LIFE-LINK is a global project that aims to stimulate young people to take part in the processes of planning and determining the future. "We have in our time succeeded in extracting from technology two vast forces: the power to destroy our planet and the power of communication linking everybody on it. Life-Link is a carefully conceived plan to use the second power to remove the first." On October 24th 1988 teenagers in over seventy countries prepared their own 'three-minute-appeal' of the message they would like radio and television to broadcast to the world of their hopes for the future. Some of these messages

were later broadcast by the media.

This year national and international seminars are to be held for young people to refine their ideas and to formulate a Youth Message for the World. An international seminar is to be held in Sweden in July. In 1990 young men and women from each participating country will tour the world for one month to present their global message.

LIFE-LINK FOUNDATION, c/o Uppsala UN-Association, Dag Hammarskjöld Library, Box 644, S-751 27 Uppsala, Sweden.

TVE: THE INTERNATIONAL TELEVISION TRUST FOR THE ENVIRONMENT

In 1984 a British television company, Central Independent Television, joined with the United Nations Environment Programme to sponsor TVE as an independent, international charity to raise public awareness on environment and development issues.

TVE's work is guided by an advisory council headed by Mostafa Tolba of UNEP and including such notables as Prince Sadruddin Aga Khan, David Attenborough, James Grant of UNICEF, Sir Shridath Ramphal and Maurice Strong. TVE acts as a catalyst to see that programmes are produced and broadcast. It works with experts and organisations to develop ideas for programmes and then encourages production companies around the world to make the programmes; it helps find funds for appropriate programmes; it advises key international groups like UNEP and WWF on how to get new programmes on the air; it provides educational back-up materials to accompany programmes; it promotes the use of television to raise awareness in developing countries.

One example of TVE's work is its support for the Humanitas series of programmes prepared for the Independent Com-

mission on International Humanitarian Issues. The Commission wanted to foster widespread discussion in the Third World of its reports on major humanitarian issues. TVE worked with Jordan TV to co-produce eight documentaries on such issues as refugees, street-children and advancing deserts. The programmes are offered to developing countries in English and Arabic for broadcast at no charge or for educational use as videos.

TVE is an international body with offices in London and Washington and representatives in Brazil, Canada and Sweden.

Television Trust for the Environment, 46 Charlotte Street, London, W1P 1LY, UK; TVE USA, c/o 2013 Q Street NW, Washington DC, USA 2009.

RFPI: RADIO FOR PEACE INTERNATIONAL

RFPI is a radio station based on the campus of the United Nations University For Peace in Costa Rica. It broadcasts programmes on short-wave radio bands to a world-wide audience. The station aims "to be a voice for positive actions that are working in the world, and to transmit a consciousness where peace is a way of life, where food sufficiency exists, where the environment is in balance and social justice prevails". All programmes concentrate on these themes.

Programmes are produced by RFPI at its centres in Costa Rica and Oregon, USA. Groups active in peace and development issues can also pay for their own programmes to be broadcast provided they are "non-biased, positive, non-judgmental and non-discriminating".

The RFPI recently asked World Goodwill in London to supply recordings of World Service Forum meetings so it is anticipated that these talks will soon be broadcast around the world.

RFPI is a joint project by the World Peace University in Oregon and the UN University For Peace.

Radio For Peace International, Apartado 88, Santa Ana, Costa Rica; Radio For Peace International, P O Box 10869, Eugene, OR 97440, USA.

RESULTS

Results is an international organisation that began in 1980. Its purpose is to create the political will to end hunger, and to break through the thought "I don't make a difference". Partners commit themselves to group study of issues and to action designed to achieve specific results. They learn how to speak in public, they learn the skills of lobbying and of getting media coverage, they train themselves to write letters to the paper; they learn how to communicate with the public and with high-ranking officials. And they get results. In July 1986 the UK members began campaigning for funds to support UNICEF's Oral Rehydration Therapy. They had numerous letters and articles published in the press. In January 1987 an unprecedented extra £5 million was granted to UNICEF by the Ministry for Overseas Development. Results groups operate in the USA, UK, Canada, Australia and West Germany.

Results, Frenchgrass House, 9 St Margaret's Villas, Bradford-on-Avon, Wilts BA15 1DU, UK; Results, 245 Second St NE, Washington DC 20002, USA.

THE INTERNATIONAL BROADCASTING TRUST

The International Broadcasting Trust (IBT) was formed in 1979/80 by some 70 voluntary organisations in the UK who wanted to use the powers of television in the fight against

world poverty. It is an independent TV production company that has produced numerous programmes on development issues that have been shown in many countries. The most ambitious project to date was the 'Battle For The Planet' series.

IBT produced a free newspaper, 'The Planet', for use by voluntary agencies and local groups. An education pack was prepared for use in schools. 'Battle For The Planet' also used techniques of interactive television. After each programme viewers were asked to vote on what could be done on particular issues. The results of the vote were later forwarded to the World Commission on Environment and Development.

In addition to producing programmes IBT has a network of supporters who arrange local events — workshops, meetings, demonstrations, mailings, letters to newspapers — to coincide with particular broadcasts.

IBT publish a newsletter which reviews all forthcoming radio and television programmes in the UK on development issues and contains articles on subjects raised in IBT programmes.

IBT, 2 Ferdinand Place, London, NW1, UK.

WORLD INFORMATION CLEARING CENTRE

The World Information Clearing Centre (WICC) is an international group based in Geneva. "Its main purpose is to inform, sensitise and activate the sense of responsibility of world public opinion regarding disarmament and the solution of other global problems". WICC is spearheading efforts in the United Nations to link service groups around the world in a communications network. The aim is to set up channels for information to be shared by

peoples' organisations so that it can quickly be passed on to the populations of all countries. This means using advanced technology alongside more traditional methods. The Video Globe Project, for example, uses video-cassettes to "convey a new vision of the world".

WICC, P O B 58, 1211 Geneva 20, Switzerland.

ARC — THE ASSOCIATION FOR RESPONSIBLE COMMUNICATION

The ARC is an international network of people who want to give a lead in making the media and the arts a "creative and uplifting influence in the world". Most members work in the communications industry or in the performing arts and they are concerned with all areas of human communication.

The founder of the Network, Thomas Cooper, is a former assistant to Marshall McLuhan and a professor of Communications in the United States. Speaking at a conference on "Transformation and Communication", he commented that "humanity has arrived at a critical juncture and communication is playing an important role in future choices. If you consider the electric circuitry of media as comparable to society's nervous system, then we ought to diagnose society as presently undergoing a neural overstimulation, similar to what a person feels prior to a breakdown. The purpose of our conference is to consider how these nerve pathways might transmit a human **breakthrough** rather than a **breakdown**".

The network is involved in a range of activities related to the media and arts. One notable project, "The Entertainment Summit", brought Soviet and American film makers together to examine such things as the negative stereotypes of each others countries that are

portrayed in popular films. A journal, 'In Touch', is published for members and regular events are held.

ARC has its international headquarters in the United States. Local groups are active in other countries.

ARC, 2500 Glen Ivy Road, Corona, California, 91719 USA.

THE PANOS INSTITUTE

The Panos Institute is an international organisation which is involved in a wide range of activities to improve the media's coverage of environmental and development issues.

Panos Features provides articles, news stories and background briefs to over 400 leading newspapers in nearly 100 countries. 'Panoscope' is a bi-monthly magazine with articles on sustainable development by journalists from the industrialised and developing countries. Panos Pictures is a photo library with over 15,000 photos and slides that can be used by the press to illustrate articles on development themes. Panos also focusses on particular issues and works to ensure that the media (especially in the Third World) has up to date information on these issues. The most outstanding example of this has been their AIDS programme. Their dossier on AIDS led to major articles in the world press — including front page reports.

The Panos Institute is funded from numerous sources including the governments of Denmark, Finland, the Netherlands, Norway, Sweden and the U.K.

The Panos Institute, 8 Alfred Place, London WC1E 7EB, U.K.

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WORLD GOODWILL OCCASIONAL PAPERS

From time to time World Goodwill issues papers which seem to be of special interest and which deserve a wider distribution than they may otherwise receive. These papers may be ordered on the form overleaf.

Media and Human Values

An Address by V. Tarzie Vittachi given at
the Global Conference of Spiritual and Parliamentary Leaders
on Human Survival, Oxford, England, April 1988.

Tarzie Vittachi is a noted international journalist and editor from Sri Lanka. He has been, at various times: editor of *The Ceylon Observer*; Asia Director of the *International Press Institute*; Special Correspondent for the *Sunday Times*, *The Economist* and the *BBC*; Director of the *Press Foundation of Asia*; Editor of *The Asian*. He has also served the United Nations in several capacities: In 1973-74 he was director of the UN World Population Year; from 1974-1979 has was Director of Information and Public Affairs with the UN Population Fund; and from 1980-1988 he was Deputy Executive Director for UNICEF. He has been described as having "a particular genius for popularizing complex development issues and getting them widely aired".

Tarzie Vittachi currently works as a columnist for News International; the *World Paper* of Boston and *NRC (Handelsblad)* of Rotterdam. For the past 25 years he has been Chairman of the World Subud Council.

In much of his writing Tarzie Vittachi refers to the need to balance our deepest inner sensitivities with our outer lives. This was the note that characterised his address at the Oxford Conference:

"Unless outer action is informed and moved by our inner being, this inner core of meaning, it is empty, as ephemeral as a soap bubble and, often, harmful. That is why the greatest spokesmen of the Asian heritage, from Gautama Buddha to Mahatma Gandhi, taught us that right action, right thinking and right feeling had to be one whole."

* * *

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_____ **Three Spiritual Festivals** - brochure. A brief outline of the significance of the three festivals of Easter, Wesak and World Invocation Day.

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