

AIR SUPPLY 8 7 6 5 4 3 2 1

FUNDAMENTALS

ANCHORING 8 7 6 5 4 3 2 1

OTHER NETWORKS TO PLUG INTO...

Challenge For Change Newsletter
This is a particularly good read-out from people who understand all of what decentralized TV is about.

Especially recommended is the latest issue: **Community Cable TV and You** which is the best primer on CATV we've seen.

Dorothy Todd Henaut, National Film Board of Canada, P.O. Box 6100, Montreal, Quebec

Inflatocookbook
This is actually a soft vinyl folder full of random access sheets all about making your own inflatables. Good graphics. Good information. High use value. Done by Ant Farm out in California.

Ant Farm, 247 Gate 5 Rd., Sausalito, Calif.

Southcoast Notes
Self-described as "a random collection of the printed media that precipitates from our everyday activities" which are essentially the same as Ant Farm's, because Southcoast is essentially the same group of people.

The notes range from raps to drawings to designs and compositions. Also high use value.

804 Kipling, Houston, Texas 77006

Black Communicator
Most sources of information about media ownership, what the F.C.C.'s up to, and so on are geared for the people who control the switches, not the ones who need access. This is the opposite. A really high information publication about media ownership monopoly, license challenges, and bureaucratic goings on. More than Blacks are disenfranchised from the media, and likewise **Black Communicator** is useful to a lot of different people.

Suite 405, 1730 M St., N.W. Washington, D.C.

Knowledge Industry Report
We get this as an exchange publication because we couldn't afford to subscribe. It's \$52 a year for 26 (bi-weekly) issues. Each issue more or less concentrates on a single trend in the information "business" and the analysis is pretty good. A good source of no-hype information, but strictly from the money end.

Tiffany Towers, White Plains, N.Y. 10602

Video 1000
We also get an exchange subscription to this one because it's \$25 a year for twelve (monthly) issues. **Video 1000** is all about video for the advertising community and it has high survival value in the sense of knowing your enemy. Sort of like reading **American Opinion**, the magazine of the John Birch Society, just to keep tabs on what the crazies are up to.

54 Park Ave., N.Y., N.Y. 10016

Domebooks: One and Two
They're put out from the **Whole Earth** facility and are good, warm, straight information on how to make your own survival structure.

Lloyd Kahn, 12,000 Skyline, Los Gatos, Calif.

Computer-Based Education Research Laboratory, University of Illinois
One of the articles in this issue was written out of here (see Umpleby) and they seem to be into practical, mass access uses of the computer, mainly in education. Also worth checking into.

A corollary of the group is the newsletter of **The Alternative Future Project at the University of Illinois** which is self-describing. Deals mainly with computers.

Innovation
This is a slick, glossy, limited circulation monthly magazine which is also expensive (\$35) a year, but nonetheless the best management-oriented publication on technology and social change. It is to the 1970's what *Fortune* was to the 1950's.

265 Madison Ave., N.Y., N.Y.

Rand Reports
Not too many people know it, but many of the Rand Corporation studies are freely accessible even though they're sponsored by the military. Many of them have to do with media and communications and you can get their bibliography by writing them.

Like most analytical reports, they merely reconfirm your own common sense in very dry, ahuman language. You read them and say to yourself "I know that." Yeah, but you're not getting paid for it.

1700 Main St., Santa Monica, Calif.

The New Alchemy Institute
THE NEW ALCHEMISTS are searching for ways a small group might aid in creating a saner world. Research is in the areas of agriculture, aquaculture, new sources of power, and other skills aimed at enabling man to satisfy his needs without destroying his natural resources. On a social level, they seek to aid and foster the development of decentralized communities where people can create practical alternative life styles based on a profound respect for the biosphere and the individual.

Write to John Todd, The New Alchemy Institute East
P.O. Box 432, Woods Hole, Mass. 02543

Clear Creek
This is a brand new successor to the ill-fated **Earth Times** which went down after four issues. **Clear Creek** is just about the same publication, except with a different name. It's predecessor was worth having around and so is **Clear Creek**.

617 Mission St., San Francisco, Calif. 94105

Akwesane Notes is a newspaper which extensively covers all aspects of modern Indian life in North America. It is the best source I've read for giving one the feeling of the growing unifying consciousness of Indians on this continent... getting a lot of people together... filled with rich anecdotes of the past to future.

You can get copies by writing to Akwesane Notes, Mohawk Nation via Roosevelt, NY 13683. There are no fixed subscription rates. Just your help.

Mother Earth News is another one of those really fine getting-back-to-basic papers: practical "how-to" information especially focusing on land survival, and creating an information exchange among people with common concerns.

You can write to them at P.O. Box 38, Madison, Ohio 44057. (Single copy \$1; one year/6 issues/ \$5.00; two years/12 issues/ \$9.00.)

Big Rock Candy Mountain - Resources for our Education—is an extensive catalog of educational tools and processes which increase and extend self-knowledge and acquisition of knowledge (in their own words) "not by molding the learner into a pre-established pattern, but by providing resources to help him quench his thirst; not by teaching meaningless stockpiling leading to a dissatisfied life, but by encouraging growth in the present leading toward a joyous old age; not by changing people, but by awakening a desire to change."

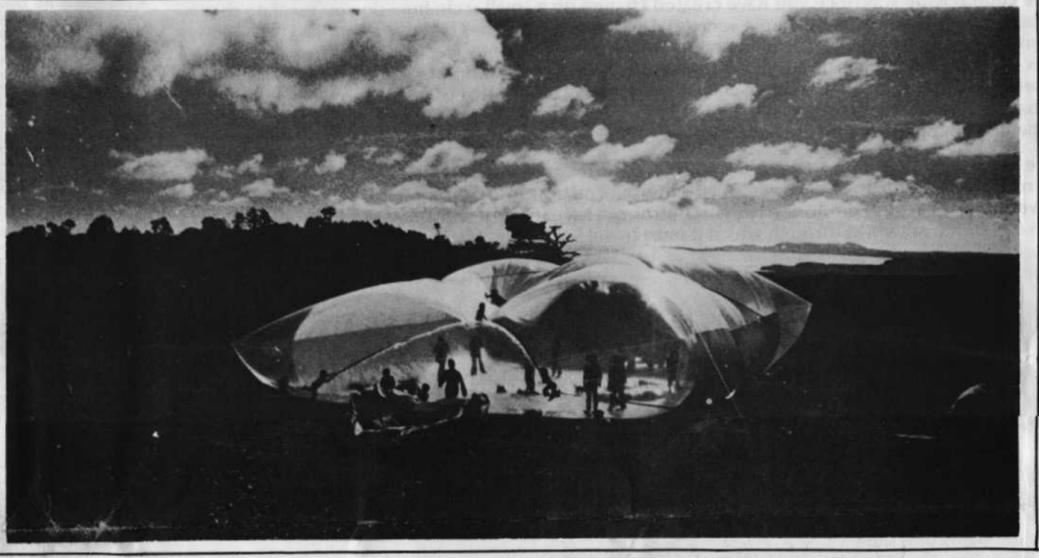
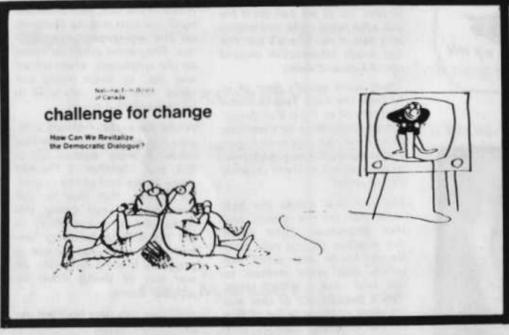
It's an exciting publication, patterned after **The Whole Earth Catalog**. Subscriptions at \$8 (6 issues—2 big ones & 4 smaller, informal ones) are well worth it. (Single issues \$4) Write to them at Portola Institute, 1115 Merrill Street, Menlo Park, Calif. 94025.

And, of course, the parent of them all—**THE WHOLE EARTH CATALOG**—soon to self-destruct after a final supplement and issue, as people go moving on. Watch for it. If you've never seen it send for old issues. They're still valuable (really "treasures"). They're at Portola Institute, 558 Santa Cruz, Menlo Park Calif. 94025.



dear people...enclosed is our propaganda...we're putting our book together now and could dig knowin' about you for that...are you into video? are you a collective or whatever? Anyway...drop us a line and let us know what you are...who you are aimed at...street people, students or others... welcome...Jennie...source collectiwe...
2115 2 st., N.W., Washington, d.c. 20008

ANT★FARM



DEAR MOTHER,

While looking through the **WHOLE EARTH CATALOG** I found a number of interesting items. Please don't see me as a subscriber. I'm just looking for ideas. I'm interested in the "how to" section. I'm interested in the "how to" section. I'm interested in the "how to" section.

spark

vol. 1 no. 1 march 1971

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photos - MARGO MILLER

WHOLE EARTH CATALOG

Because we are a publication we can call up book publishers and ask for free "review" copies. In return we promise to send two copies of the review back to the publisher when it appears. The freebies we got were:

DESIGN WITH NATURE, by Ian L. McHarg. The Natural History Press, Garden City, New York. 197 pp. \$19.95. 1969.

This book is both worth every penny and too expensive, because it should be much more accessible. The publisher says a low-cost paperback version will be out in late summer. In the meantime try and score it from a library, or a friend, or something.

Design with Nature is both a meta-manual and a manual for ecologically sensible community structuring. McHarg alternates a chapter of theory with one of practice. Specifically he shows how it's possible to embody an ecological sensibility in the placement of roadways, homesites, and whole communities. Like any fine book, it's applications are broader than its chosen subject. McHarg's grid on physical systems can be overlaid on communications structures.

M.S.

THE STEP TO MAN, by John R. Platt. John Wiley & Sons, New York. 216 pp. \$10.00. 1966.

John Platt is one of those scientists who thinks he knows enough to write a book. And he does. He's laid down a sort of cybernetic-systems grid on social process and it seems to work. It's one of the few books around which suggests software strategies in the service of social change.

M.S.

BIOLOGY AND THE FUTURE OF MAN, edited by Philip Handler. Oxford University Press, New York. 936 pp. \$12.50. 1970.

A transition book. A step in process. Partially old textbook (with no Appendix for accessibility) and partially a spread of information which is limited by the slow transfer of the written word. But it contains a pretty decent compilation of biological goodies and extends biology into other realms. A biological state-of-the-art report.

D.E.

VIDEOTAPE TECHNIQUES IN PSYCHIATRIC TRAINING AND TREATMENT, by Milton M. Berger, M.D., Editor. Brunner/Mazel, Inc., New York. 303 pp. \$15.00. 1970.

This is one of the only source books on videotape as a unique medium. For that reason it's worth having, although the price is stiff.

On the other hand, it suffers from being an anthology, and from being an anthology written by doctors. It's hard to imagine that they have any human feelings towards their patients as you plow through the dry, clinical accounts of videotape use.

The only exuberance comes from the editor himself, Dr. Berger, who radiates a genuine understanding of potential video uses, and Dr. Frederick Stoller, who freely admits that the whole psychiatric-clinical context is no longer viable.

Not a one of them, however, conceives of a cybernetics of self which may be indigenous to an electronic psychic world and culture. Thus, the good doctors detail the advantages of video as it pertains solely to existing modes of psychoanalysis and never get to suggesting that videotape per se may have a unique capability in a culture where media are as omnipresent as air.

M.S.

These books we either bought or got as gifts-

INFORMATION THEORY, LANGUAGE, AND CYBERNETICS, by Jagjit Singh. Dover, New York. 303 pp. \$2.50. 1966.

The very best primer around which synthesizes all of the above in lucid, descriptive language. I got bogged down in the math, but the words can carry you through.

M.S.

THE INFORMATION MACHINES, by Ben H. Bagdikian. Harper & Row, New York. 359 pp. \$8.95. 1971.

Bagdikian is an old media head, a newspaper man. This is another one of those books which you read and say: "I could have told you that," just like the **Rand Reports** (see Publications list), of which this is one which made it into book form.

On the other hand, its virtue is that Bagdikian is a very good old media head so this is a very good grid on media history and ownership.

Where it breaks down is in future projections which assess the obvious coming technologies (public access data banks, CATV, etc.) and fail to even begin to suggest what the psychic effects might be. All Bagdikian can say is that we're going to get more news so that means more detailed news. New ways of processing that video people and even dope smokers are already into aren't even considered as new media, probably because they embody new software, not hardware, technologies.

M.S.

FUTURE SHOCK, by Alvin Toffler. Random House, New York. 503 pp. \$8.95. 1970.

Where to begin? **Future Shock** is a great title, and books which make it onto the "bestseller" list have a certain honesty about them because they speak to people's genuine needs.

This is easily the best inventory of effects and effect causing phenomena I know of. For that reason it's worth owning, but not until it comes out in paperback this spring.

What's really wrong with it is the whole hypothesis of future shock, which is mainly a condition of people who try and lay the past on the present and are then bewildered because they're not the same. But most media-children have no past (ahistory) so they don't suffer from the condition.

Thus, Toffler is totally incapable of detailing a sensible future shock treatment, although he tries in chapters which seem to have been tacked on at his editor's request.

Reading this would help you understand your parents in precisely the same way they would understand you if they read **Rolling Stone**.

M.S.

THE HUMAN USE OF HUMAN BEINGS, by Norbert Wiener. Avon, New York. 288 pp. (paperback). \$1.45. 1950.

Like Fuller says, we're caught in twenty-five year feedback loops. Some of us had read this before, some of us hadn't, all of us think it probably makes us sense now than it did when it was published. Not all carry-overs from the 1950's are anachronistic. A seminal work, as they say.

M.S.

EXPANDED CINEMA, by Gene Youngblood. E.P. Dutton & Co., Inc., New York. 411 pp. \$4.95 (paperback). 1970

Expanded Cinema is the very best sourcebook around on new media. And some of his meta-rap, like "The Audience and the Myth of Entertainment," which synthesizes information theory and pop culture, is downright brilliant.

The problem is that Gene writes about it instead of doing it. Thus he has a fascination for hardware almost *in vitro* without much sense of the social consequences of technology. He also treats things as "art" which somehow renders them peripheral to the culture instead of central.

We've used a small slice of this book in this issue of **Radical Software** (see **Hardware**) and other pieces of his in the first issue. So, despite its faults, it obviously has a lot of use for us. It should for you too.

M.S.

NOTES ON THE SYNTHESIS OF FORM, by Christopher Alexander. Harvard University Press, Cambridge, Mass. 216 pp. \$6.75. 1964.

If games like **Wiff N' Proof** and **Off-Sets** have taken on the ennu of **Monopoly** and you're looking to applications, these "notes" will take you through the process.

Alexander explores the relationships between the pattern of problems and the process of problem solving and then goes on to the relations between relations to give a topological approach to design.

The beauty of the book is that after laying out his process, he runs through a worked example (design of an Indian Village), gives a mathematical treatment of the worked example (programmed for an IBM 7090) and ties up with notes on the "notes" which include an extensive bibliography.

Alexander maintains that only the blessed have the necessary intuitive understanding of form and design, and as a safeguard against complete dehumanization 20th century designers must rely on new approaches. Here's one.

M.W.

LAST AND FIRST MEN, by Olaf Stapledon. Dover, New York. 213 pp. (paperback). \$2.50. 1951.

Far out epic science fiction.

And if you don't know Dover books, check them out. A real resource.

M.S.

DUNE, by Frank Herbert. Ace, New York. 541 pp. (paperback). \$1.25. 1965.

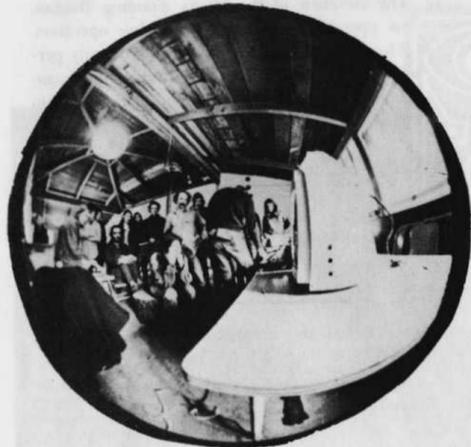
Dune mixes epic science fiction as parable with a keen ecological sensibility—also mythology, history, adventure, political intrigue, brilliant insights into women and politics, incredible reality-fantasy transcendence.

B.K.

INTEGRAL YOGA HATHA, by Yogi Sri Swami Satichidananda. Holt, Rinehart and Winston, New York. 189 pp., \$4.95.

Beautiful, clear pictures and explanations of many, many positions and exercises to guide you. Easy to follow at your own pace, letting your body discover its right locations.

B.K.



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