The present forms of communication have proven inadequate in relating individuals to each other. We are encumbered with communication structures, however, in order for any real change to occur, existing concepts of communication must be altered. If no stimulus is applied to the present system of mass communication, the energy fed to the mass must be higher than its critical point. If man is to evolve, evolution must take place and it will only happen with our conscious effort. Evolution is dependent primarily on environmental pressures changing behavior patterns and eventually affecting the genetic structure of life, and for this to occur, the energy fed to the mass must be higher in content than the mass, not lower as it is now.

Our environment is inadequately and inaccurately relayed to us by present means of communication. Results are inept responses of people to nonexistent or warped stimuli. Expansion of cable television and the introduction of video cassette and portable video recording systems promise to change present communication structures, however, in order for any real change to occur, existing concepts of communication must be changed. If no stimulus is applied to the present system of mass information, a stagnant situation will continue.

And so! We want to hit the road not just because we like to travel, but because at the moment it's the easiest way to reach a lot of people, and it is people we are interested in. We want to catch them in the action of their daily lives, record them as we point a magic tape. We want to introduce people to each other and we want to saturate them with information, information about human beings, "fellow Americans." We seize the time, capture the situation! History in the making, life recorded, but not just the life we read about in our mass media, or see in our network television stations. We believe there is more to life than way, tragedy, death. We want to learn much more about our world, to see what is really happening in our country, the good, the bad, the ugly, and the sad, much more than anyone has ever shown us.

And then—we want to turn around and show it to you, show it on your own television screen via cable tv or video cassette, if possible. And if that is difficult, you can see it on our tv because we intend to give shows. We want America to see itself as it really is, via tv. But not just television as an isolated medium. We want to create an environment with television as a focus, complemented by light and sound because we're interested in those things too. Music, beautiful images, abstract patterns of life, abstract patterns of sound, and multi-channel tv. Multimedia and multi-channel. Several television screens, patterns of light, abstract patterns of sound, and multi-channel television.

We want to plug the people into: our tape library (cultural data bank) and for efficient information retrieval.

To establish an open-ended nervous system of communication. We propose an immediate video feedback, an immediate honesty ... relate to the huge mass of energy rushing through our planet, will be a definitive step towards an affirmative evolution.