

Leviathan

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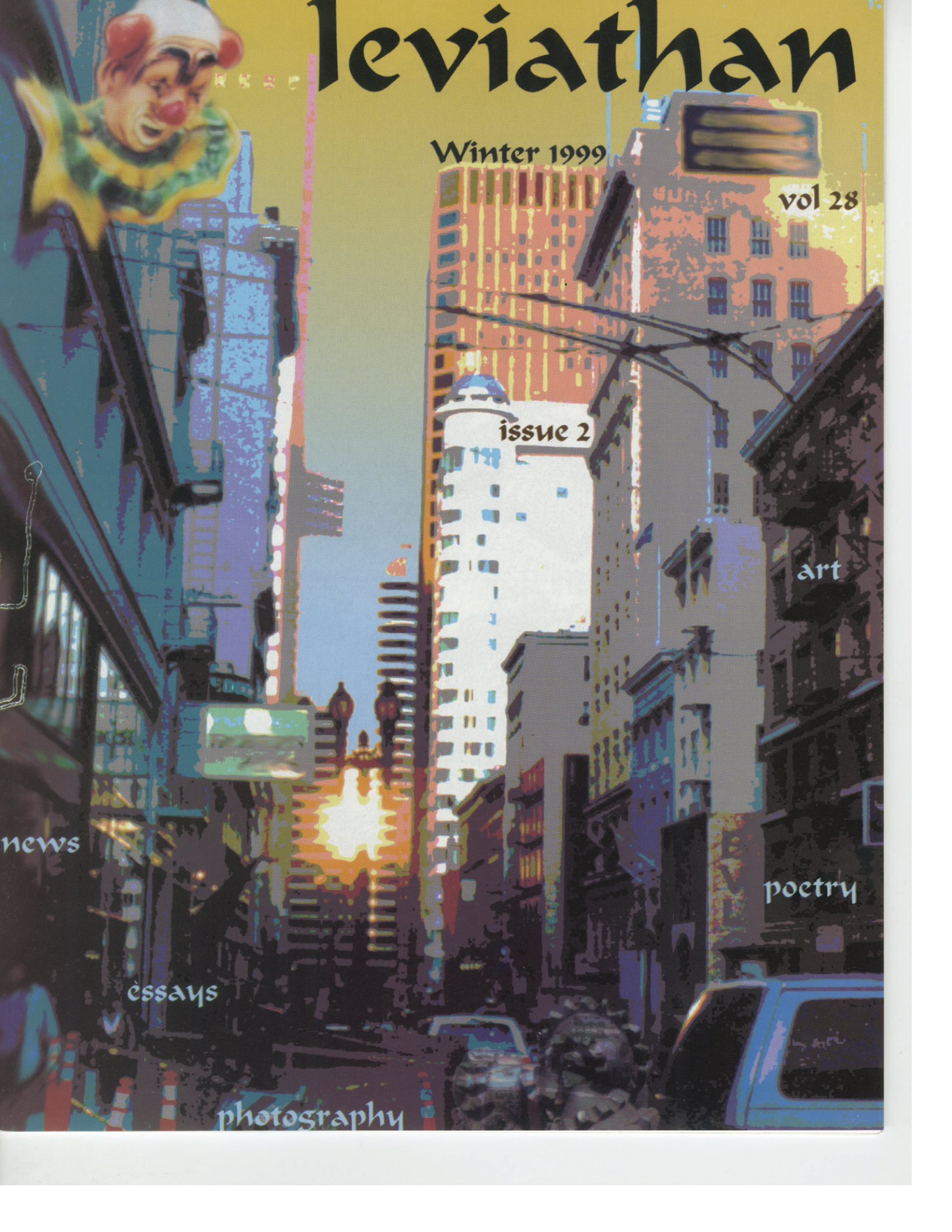
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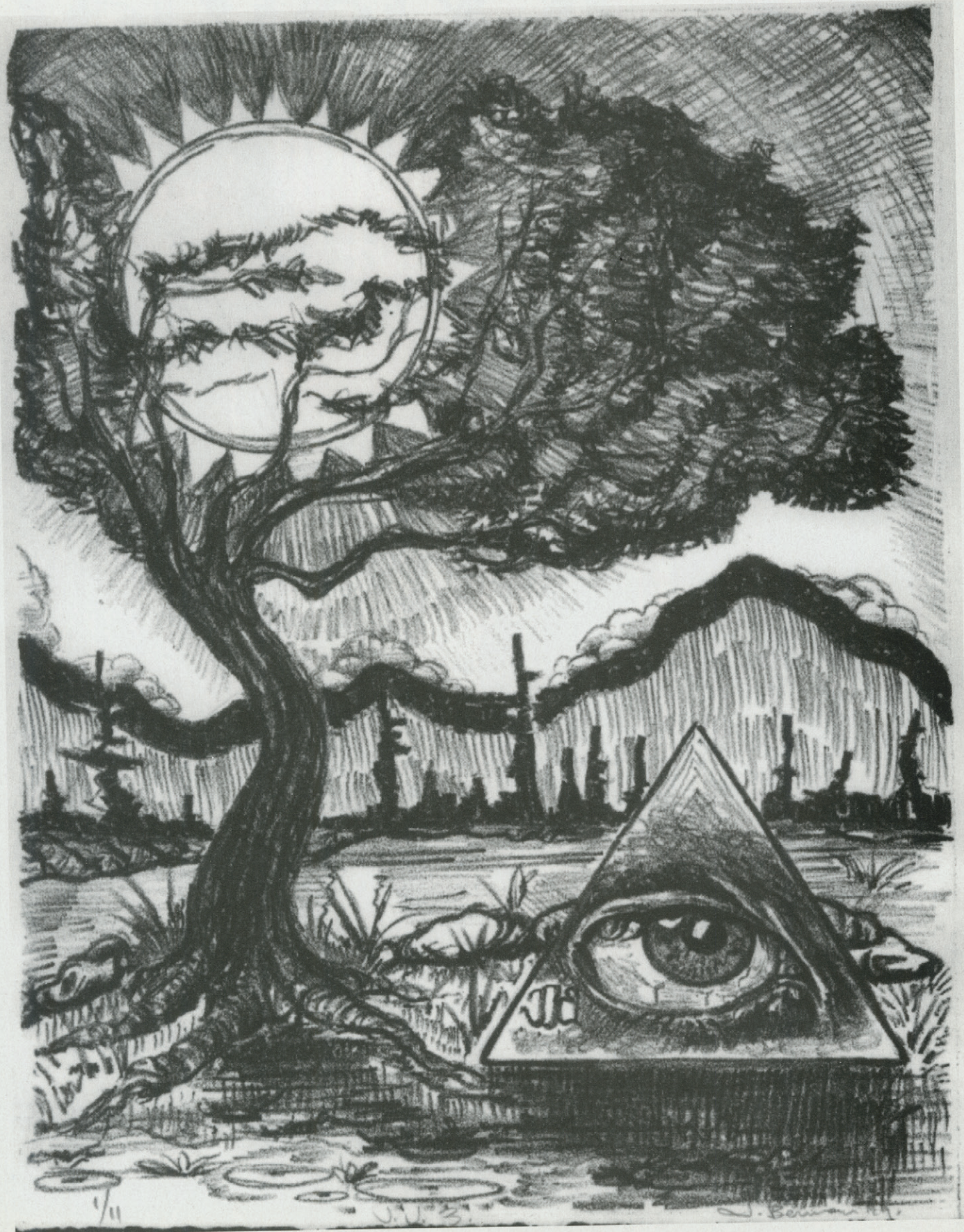
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editor's word

Leviathan is obviously not the same publication... It went from being a "Forum for Jewish Expression at UCSC" to having no slogan at all in order to promote an open environment for submissions from the entire student population. What you are holding is the final product of that collective effort; an effort which in the last six months gained surprising momentum and dedication.

With a full-time staff of over six, and many new artists and writers contributing frequently, Leviathan promises to help engage that incessantly morphing local activist community by bringing forth current pressing environmental and political issues and by providing a forum for organizations in Santa Cruz to publicize their events.

For those of you who wonder if Leviathan has dropped its Jewish identity, let me assure you that a significant portion of the work in this journal is Jewish, in that I feel it meets whatever definition of Judaism the founders of this publication had in mind when it began.

As long as this publication is of specific interest to the Jewish population, it is still Leviathan. As long as Leviathan is of specific interest to every other

population on campus as well, it is where we currently feel it should be.

In other words, Leviathan is property of the students, and is therefore a constantly evolving entity. I hope that the form it takes over the next many years is conducive to the increasing need for journalistic relevancy in media just as much as to the original path Leviathan was destined to take over twenty years ago.

For those of you who take to the issues presented hereafter, I urge you to join or contribute to this collective in whatever way you deem necessary to the wellbeing of your conscience. The only boundaries are the edges of these papers and the black ink with which these letters appear. Beyond that, any medium is available.

Leviathan encourages those of you who are existing members of political or environmental groups to contact us. Our Spring issue will effectively serve as the first printed network of on-campus organizations of the aforementioned nature ever to come out of the Student Press Center. This is your journal. Take advantage of it.

--Aaron Selverston

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CONSCIOUS CASH FLOW SAVES THE WORLD

SAMDEAN

CONSUMER ACTIVISTS USE THEIR POCKET BOOKS FOR ENVIRONMENTAL AND SOCIAL SUSTAINABILITY

The movers and shakers in the consumer action movement are normal people. They are people with two qualifications: one, they buy things, and two, they have morals.

The majority of consumers in the movement are women. "Women are generally the ones who are making the day to day buying decisions in the family. They are the ones with all the financial power," says Wendy Gordon, co-founder of the consumer action group Mothers and Others. Gordon sees every little choice that the consumer makes as adding up to have a significant impact. She said that the consumer needs to "answer questions about the most fundamental choices." She points to daily lifestyle decisions like deciding what food, clothes, and cleaning supplies one chooses to buy. She asks, "do the answers harm the environment, the farm worker, or the third world laborer?"

These are the things at the heart of the consumer activist movement. To make conscious decisions when it comes to using what Gordon calls "dollar votes". By casting their votes, consumers are pushing the industry toward major reform.

Major sectors of the consumer activist movement are based in the reform of the food, coffee, and garment industry.

Put your money, and food, where your mouth is...

Having been a prime target for sustainable development and animal rights activism for years, the food industry has responded well to the concerns of their customers. Gordon believes in working together with the industry to create positive change.

Gordon explains that her organization, Mothers and Others, has set up a partnership with an apple producer in which the producer, Core Values of North Eastern Apples, grows their apples according to the environmentally conscious

apples as sustainably grown products," Gordon says, "We helped set up over

a hundred trade relationships for Core Values."

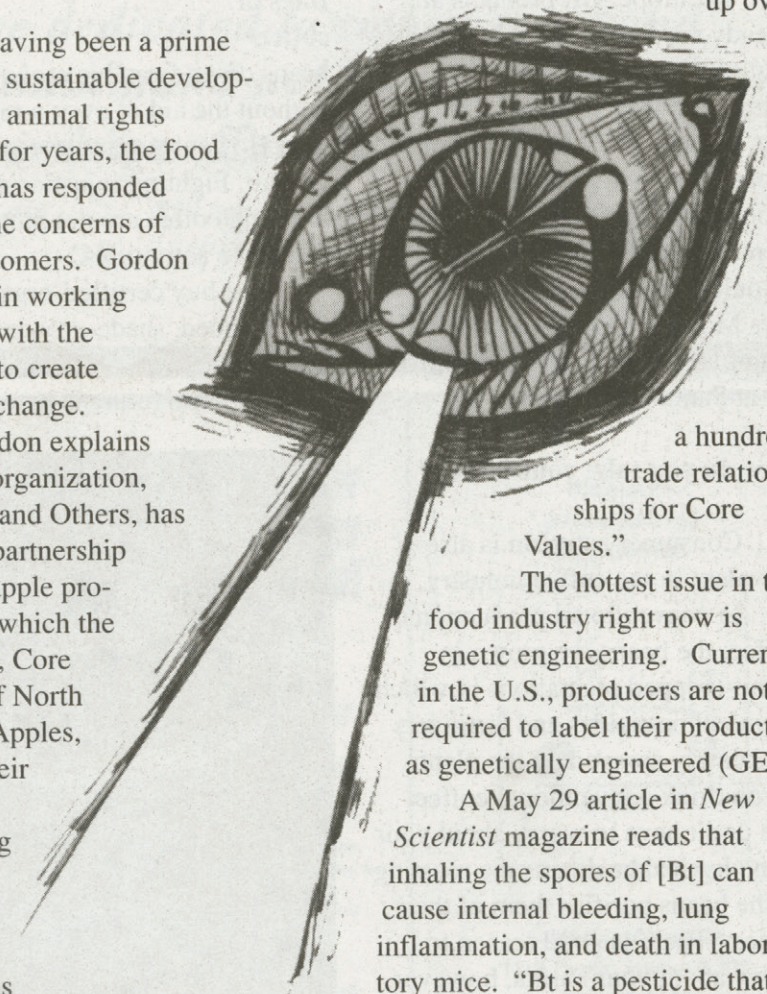
The hottest issue in the food industry right now is genetic engineering. Currently in the U.S., producers are not required to label their products as genetically engineered (GE).

A May 29 article in *New Scientist* magazine reads that inhaling the spores of [Bt] can cause internal bleeding, lung inflammation, and death in laboratory mice. "Bt is a pesticide that is genetically inserted into corn, potatoes and other food plants" Gordon says.

Another major concern that consumers have with GE foods is that the GE plants have the potential to cross breed with normal plants. A study was done in order to track the movement of pollen from a field of GE canola. The

"Currently in the U.S., producers are not required to label their products as genetically engineered (GE)."

Integrated Pest Management methods. "We help them market their



canola was bred to have a high tolerance to the herbicide, glufosinate. It was found that nearby relatives of the canola plant, such as field pennycress, birdsrape mustard, and black mustard, were cross pollinated with the GE canola and had inherited its resistance to Glufosinate. There is no telling what this unintentional re-creation of such plants will do to the ecosystem.

In Europe, GE products are already required to be labeled. The result is that more products are being produced without GE products in them. "If I had the choice of choosing something that was genetically engineered, or natural, there is no question in my mind that I would choose the natural one," says Magdalena Zadarnowska, a senior at the University of California at Santa Cruz.

How do you take your coffee?

Consumer activism is also prevalent in the coffee industry.

In conventional production of coffee, the beans are grown in mono-cropped plantations in which chemical pesticides and fertilizers are heavily sprayed on the plants. If you drink conventional coffee, you don't have to worry about your own physical health, as the roasting of the beans purifies them of their toxins. There is good reason to worry about your karma, however. The repeated chemical spraying of coffee plantations results in water pollution and the poisoning of farm workers with sprays that sometimes contain known carcinogens.

In addition to the working conditions, the small-scale growers of coffee see only a small fraction of the \$1.50 that it costs for American consumers to purchase their

morning cup. In conventional arrangements, coffee passes through the hands of a host of middle men.

The farmer is left with so little money, that he is often forced to haul the 100 lb.

Bags of coffee beans down from his mountain farm without the aid of even a mule.

However, consumers need not despair. Fighting injustice and drinking coffee are not mutually exclusive activities.

Just buy certified-organic, fairly-traded, shade-grown coffee produced by worker owned cooperatives. The future is here, and the

future is made possible through consumer activism. Thanks to third party certifiers, consumers can now

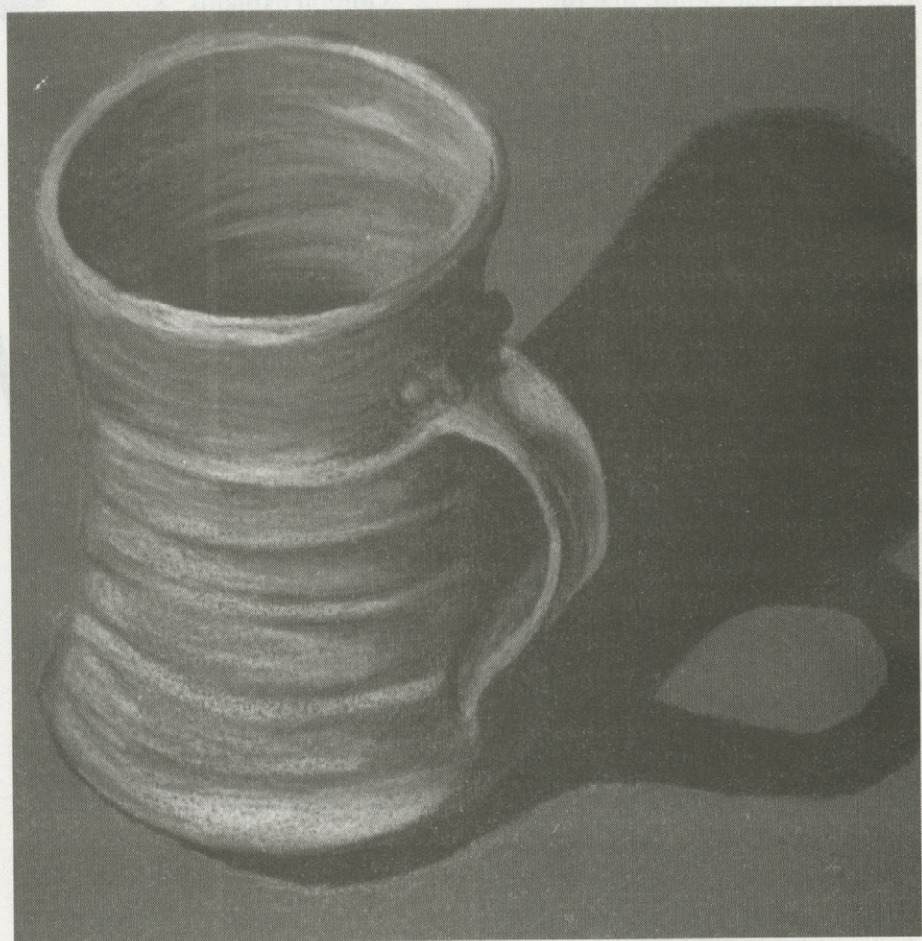
be informed about the other, more far reaching impacts of their purchase choices.

So what are the options? Shade grown means

that the coffee plants are not the only plants in the plantation. In response to huge bird habitats being destroyed by conventional monocrop growing methods, the industry has yet again responded to consumer demand. Now available, is

"The farmer is left with so little money, that he is often forced to haul the 100 lb. Bags of coffee beans down from his mountain farm without the aid of even a mule."

Continued Page 23



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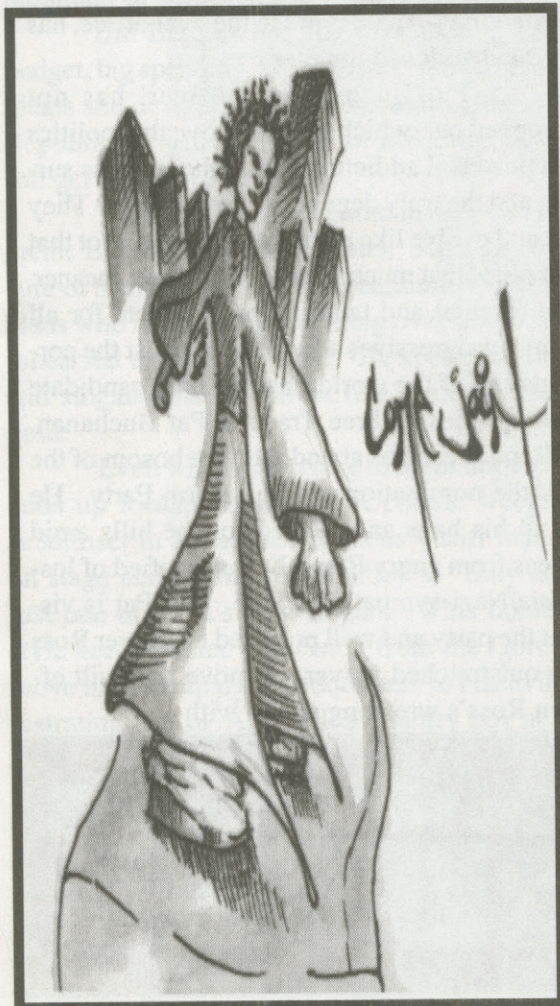
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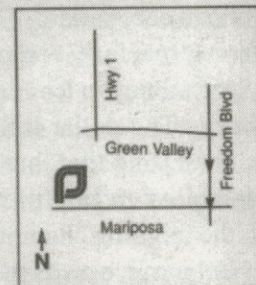
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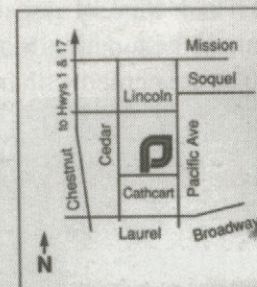
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A LONG WAY FROM NOWHERE

One Spectator's Notes on the Presidential Campaign Thus Far

BRYAN SHOFFIT
POLITICS DESK

The Year Two Thousand Presidential Campaign is getting ugly already, and only the fiends are rejoicing. Only the junkies and the journalists are looking forward to the twelve grueling months of insults and abstractions that lay ahead. Though the rhetoric this round is lofty, I feel assured that the American people will eventually witness the depravity they have come to expect from Big Politics.

Nevertheless, inevitable uncertainties arise on the eve of the Republican Town Hall Forum in New Hampshire. The Democrats had their 1-on-1 version of the forum last night, and out of all of the major players from both parties, only one man was missing. The front runner, George Dubya, declined to appear on CNN along with the five remaining challengers to his long projected Republican coronation. This could prove to be a fatal move for George Jr., who has generated more money in less time than any candidate in history. The dollar is almighty in this business, no one is contesting that, but Bush could be overestimating his ability to buy this election. He is, without a doubt, the reigning champion of the fundraising circuit. He is likely to live on as the poster boy for the power of soft money. It's not that votes can't be bought, it's just that people don't want to *feel* like their faith is being purchased. You can do it George, just don't leave them feeling cheap in the morning.

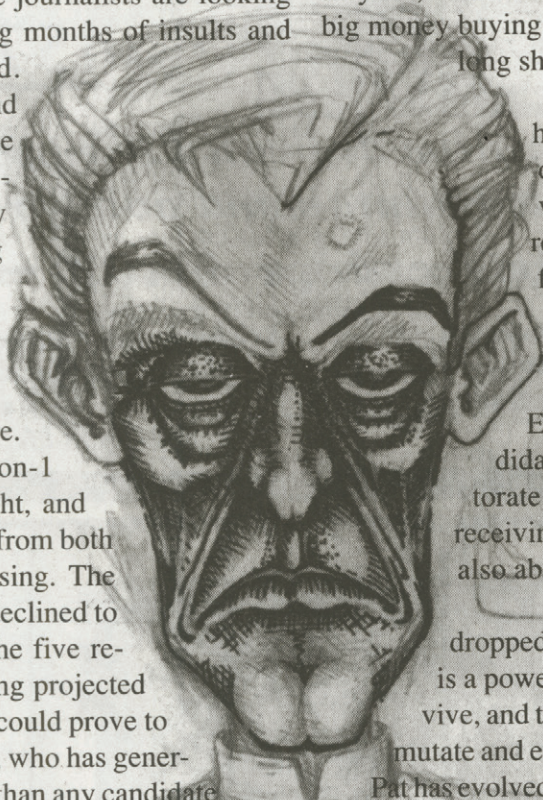
In a time of unparalleled prosperity, America appears to be a nation too busy slobbering all over itself to be concerned with trivialities, and yet, few things

seem trivial to the doomed. The American people are thirsting for a new vision, and a new visionary. For good or ill, someone will fill that position soon enough, and when they do, we will all have to live with it. Whoever they are, whatever they stand for, people are upset about big money buying elections, and the world is ripe for a long shot.

So many strong candidates have been lost already. Dan Quayle dropped out, presumably overcome with anxiety and despair upon finally realizing the sheer absurdity of his efforts. It may have been a great loss for the American people, but most of them felt that he was just a little too much like Alex P. Keaton grown old. Elizabeth Dole, possibly the only candidate who could have assured the electorate that the new president would not be receiving sexual favors in the oval office, has also abandoned the race.

Pat Buchanan, however, has not dropped out, which goes to prove that politics is a powerful addiction. Only the ruthless survive, and the truly degenerate live forever. They mutate and evolve like primordial sludge. Not that Pat has evolved that much; he has only grown meaner.

What a brutal and taunting twist of fate for all the naïve young progressives who want to resist the corporate domination of the world, that the only candidate contesting the glories of Free Trade is Pat Buchanan. The former Republican has abandoned the bosom of the GOP to seek the nomination of the Reform Party. He has packed up his bags and headed for the hills amid desperate pleas from angry Republicans terrified of losing the malitia/Nazi sympathizer vote. But Pat is visibly pissed at the party and well prepared to answer Ross Perot's long outstretched prayer. A move that will effectively turn Ross's wrestling match with



Jesse "The Body" Ventura into a tag team effort. Buchanan seems determined to lead the Reform Party to its doom, but don't expect the Body to go down whimpering. The Reform Party will be Ventura's vessel in 2004 and there's no way the former Navy Seal is going to get pinned down by a feisty old wimp and a weird zealot.

Of all the Republicans remaining in the battlefield, only one man has a shot against Bush, and that's John McCain. McCain is running on the straight talk ticket. He has a casual honesty that many Americans have come to respect. An outspoken critic of the disastrous influence of special interest money in Washington, he has recently co-written a bipartisan campaign finance reform bill. He has also chastised his fellow Republican senators for wasteful defense department spending, outlining \$6.4 billion of pork in the FY2000 Defense Budget, but as McCain himself admits, "Moral indignation serves little practical purpose within the halls of congress."

Meanwhile, George Dubya is still sitting on a mountain of soft cash and smiling compassionately.

Bill Bradley has cut left on Gore and gone big budget, big spending, big time government based on high ideals and designed to appeal to our better angels. The Republicans will roast him for it, slowly, but only if he can get past Al Gore.

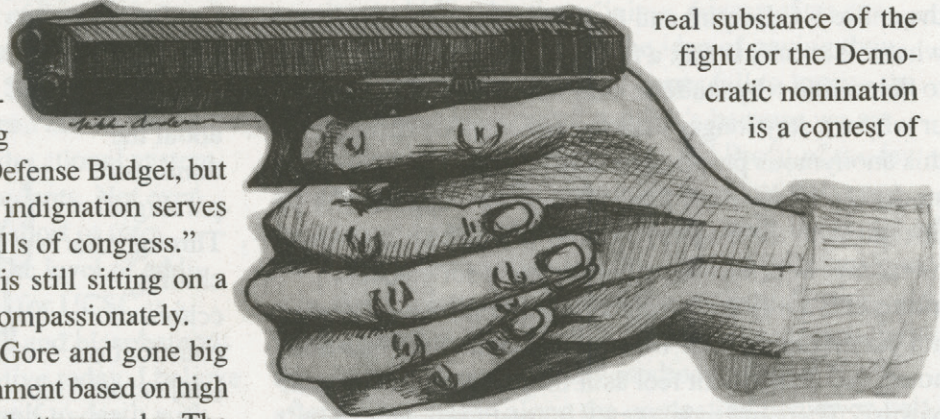
Though officially behind in the polls for the moment, Bill Bradley looks pretty. He's got the composure of a champion, while Gore is one of the few politicians who is capable of seeming over-anxious and over-rehearsed at the same time. He speaks in sound-bytes and slogans and he moves like a mechanized mannequin.

Even when he's trying to seem impulsive, he just ends up looking shallow. A couple weeks ago at a fundraiser in Iowa, the notoriously stiff incumbent got on stage and challenged Bradley to "Stay and Fight!" just one of Gore's new slogans. This bolder, meaner style accompanied a decision from the Gore people to move their campaign headquarters to Nashville, thus illustrating that ol' Al is still a country boy at heart, and

not afraid to roll up his sleeves, line up toe to toe and mix a little dirt into his blood. The nation may have "Clinton fatigue," but Al Gore is just waking up. Unfortunately for the Gore campaign, waking him up might not be enough.

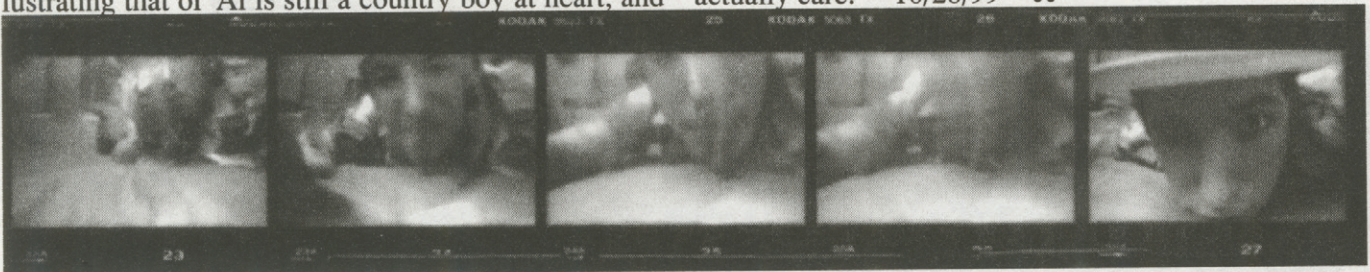
At the Democratic forum in New Hampshire last night, Gore and Bradley seemed to agree on a lot of the issues. But Gore started beading sweat around his temples right about the time a lesbian woman asked him about his stance on "gays in the military," and he never quite recovered.

Bradley is stronger on gay rights and bigger on health care. He has laid out a \$10 billion plan to curb child poverty, but the real substance of the fight for the Democratic nomination is a contest of



character. And on that front, Bill Bradley has got Gore beaten already. The former champion NY Knick is waiting with great poise and a strange aura of serenity for everyone else to get a wiff of the whiskey and rigomortis smell that Gore is starting to put off. He smells like a loser and he seems to get a little more desperate and crazy every week. His macho stand-offs and take-it-to-the-stage attitude have made Bill Bradley look like the man to beat.

The competition will be fierce in the coming months. The battles will be bloody and the victors will take no prisoners. The media bloodhounds will be out relentless, and the public opinion polls will rule supreme. However, when the final numbers are in, and the long brazen ceremonies ensue, the only people that really stand to lose anything important, are those of us who actually care. 10/28/99 ☘



CAUSE FOR REASONABLE DISSENT

BY NAMELESS NUMBERHEAD MAN

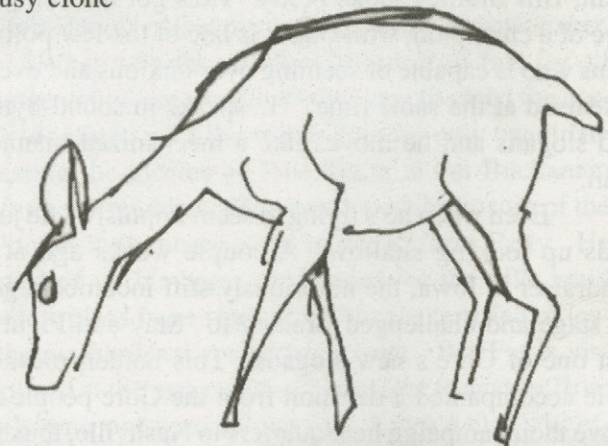
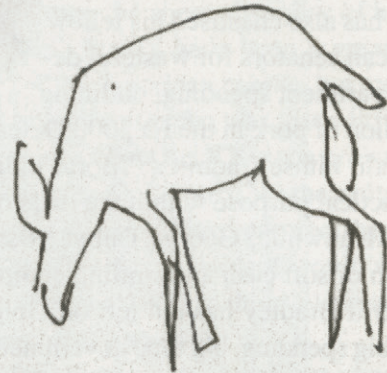
As another passing body on campus, I turn my head to glance upon the message board I'm nearing. My eyes catch the words "meet the chancellor." I stop because I'm intrigued. I venture closer.

Upon the board, amidst the colorful flurry of offers, statements, sales and specks of posters long gone, I spy one pathetic flyer pleading for students to take part in a special forum. The information given tells us that UCSC has the lowest "retention level" in the entire UC Empire and that we can help. Basically, what this means is that a formal meeting is being held to determine why students don't stay here long enough or why we stay longer than we are wanted. Through this anonymous proposition it is implied that if we students take *wise* advantage of our *rare* opportunity to interact with the matriarch of the UCSC administrative hierarchy, well, we just might be good for something after all. It's like the administration is saying, "They're not playing our game. We need to invite them into our home and make them feel as if they're really important pawns." There are at least two inherent problems here.

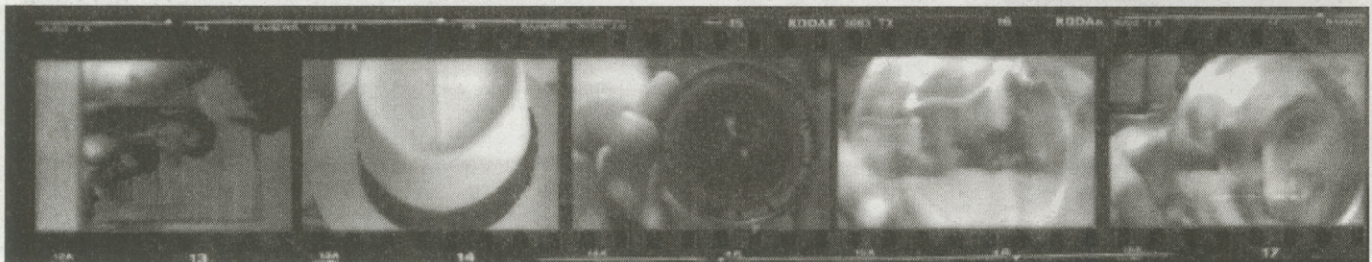
Let's start with the most obvious. Have you ever even seen the chancellor? I know I haven't. I know most of my friends haven't. In fact, the only times I am reminded of the chancellor's existence are when trees are being cut down or when the administrative updates portray her pictorially as a great, conquering dictator, looming over the landscape with "development" in mind. "Her presence seems invisible except when she's exerting control or power," says Oakes affiliate *Clara Bloom. Among a myriad of responsibilities, the chancellor is supposed to represent the students. That being the case, I would wager to say that a vast majority of the on-campus population feels the same as Clara does.

Ask yourself the following questions: What does it mean to you when the chancellor is being

painted campus-wide as an aloof iconoclast? Why did the chancellor get an 18% raise (inflating her total income now to a "competitive" \$250,000 a year), while staff wages continue to remain obscenely low and student housing rates are relentlessly skyrocketing into the new millennium? What messages are we being sent about the dominant paradigm? Through the chilling echoes of construction [sic] across campus, the queen and her court are avoiding the meaning of these actions. "We've still got some trees left, but what the hell? Let's make a busy clone



Nikki Anderson



of UCLA while we're still considered royalty." They chortle over the stench of endless construction vehicles. The system here has become so gargantuan and inefficient it seems no one can be held accountable for anything and the only option left is for us to watch UCSC destroy itself.

"And thus, this desperate attempt to engage us as statistics condescends to make lab rats of us all."

Let's ignore the fact that Santa Cruz, as a city, cannot withstand the ultimate breed of "progress" M.R.C. Greenwood and the pompous puppeteer legion of Regents above her have in mind. Santa Cruz is not Los Angeles. Aside from that, who can afford the bustling bureaucratic industry our educational system has devolved into? Surely not the students. Not even the campus itself. Certainly nothing short of utter revolution can cleanse this cancer. The level of additional people and intended buildings for UCSC is a ridiculous dream with an improbable and blasphemous goal. In fact, if Ansel Adams were alive today, I believe he would most likely bludgeon himself to death with his own camera as a result of the nervous wreck his otherwise tranquil campus has strung out to be.

The second major problem with the social tactics of said flyer is that it furthermore stands as tragic evidence to support the existence of the mythical stratification of students and administration. It's been so long since we've actually interacted with one another on any kind of human level; the office-bound bureaucrats have forgotten that students are more than a series of numbers on paper. And thus, this desperate attempt to engage us as statistics condescends to make lab rats of us all. We may deduce that no one at the top can see fit to admit the painful and evident source of the retention issue. That's why the euphemistic little flyer appears. The truth is, UCSC is no longer a place for students to learn and grow; that arrives secondary,

if at all. What the primary focus has become is the engineering of a luxurious pastime for the elite minority called Faculty. It's what the Science Hill parking structure is all about: An obstinate concrete mass sticking out to eclipse the rising sun like a fallen coliseum along the path of every struggling student.

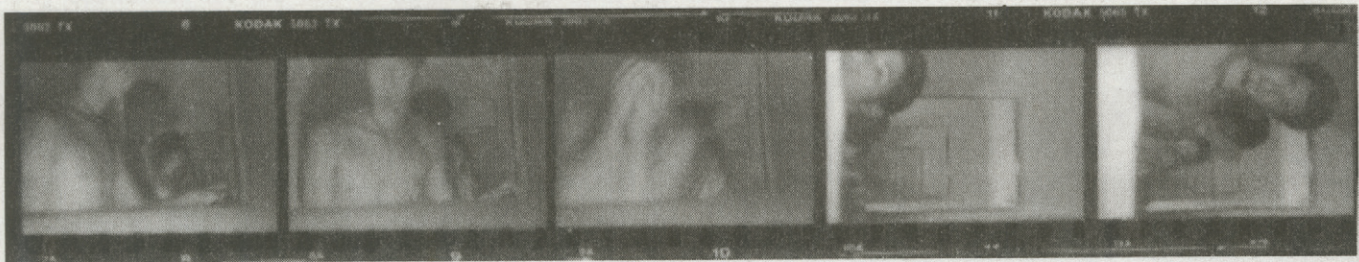
It is a sad state of affairs. We have been collectively coerced into submission by an obscure cult of UC stockholders. While we were busy paying our bills and diligently sucking on syllabi, the ever status-conscious UC Regime has been quietly pawning our crumbling educational future to the prostitution of nuclear science. They would have us look away.

But some of us have seen something. Why aren't we abiding by the religious dogma of an academic preceptor? Why does the idea of paying thousands of dollars for a piece of paper fail to inspire the masses in any meaningful way? It's because we are being disrespected. Name, Fame and Profit of the few are obtained from off the humble backs of those not prestigious enough: the students, the staff, the city. And we're expected to accept it like slaves. Unfortunate as it is, the "college experience" has dwindled into a cold synonym for paying exorbitant sums of money to half-ass our way through mostly mediocre classes. Then, after falling asleep along the graduation conveyor-belt until the well-oiled college machine has deemed us no

"We have been collectively coerced into submission by an obscure cult of UC stockholders."

longer exploitable, we are then pumped out of the dreary mold with an arbitrary piece of paper in hand: our degree. What's the problem here? We know the answer; dare we speak it?

When the motivation to educate people becomes convoluted with hypocritical ideals such as



furiously pitting UC Santa Cruz in truly trivial technological competition against other institutions of similar imbalance, a natural wealth of spiritual beauty and power is compromised. The means to educate dissolves. The desire to be educated forges discontent. This leaves us with little but a shallow shell of tradition to call our campus and a depraved struggle to attain success through belligerent materialism. There is no soul. It's empty.

When confronted with this dilemma, UCSC Senior *Todd Klime had this to say, "I don't feel a part of the process. Take the parking structure for example: It's going to be really, REALLY big. It's going to affect so many aspects of our lives, but I didn't have a say in whether or not it was built."

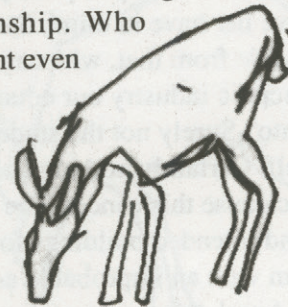
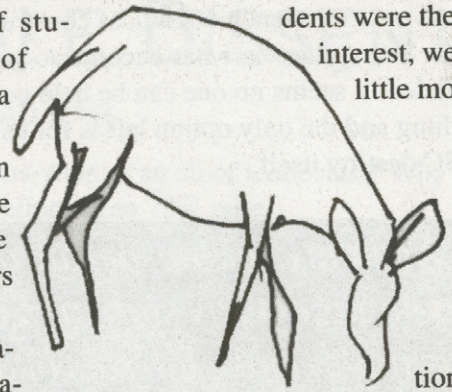
Responding to the same query, Crown college student *Willis Cotaine commented. "I was talking to my TA yesterday about how we need smaller, more participatory classes, where the emphasis is on growth instead of, **I'm gonna lecture for this long; you're gonna shut up for this long, and then you're gonna leave.** My TA replied, 'Yeah, it used to be that way. But now it's changed. Now we've got M.R.C. Greenwood."

The people in positions of power obviously have no inclination or incentive to pursue equality. They have tunnel vision that ends with a mirror. This is nothing new. Our fondled and abused educational resources have become a symbol for all that North America lacks, and we appear to be in compliance with its demands. We could band together, and fight for a cap on the enrollment. We could take an interest in the actions that even now define our future, and the future of our children. You could host a teach-in. I could bring some friends. The future is at our fingertips. Are we going to watch this beautiful campus deteriorate into an atomic wasteland, paved over by cheap conveniences at the cost of a more worthwhile tomorrow? I hope not.

Can anyone honestly say that there is not a problem? All eloquent official statements of musings political betray each and every avoided question. It

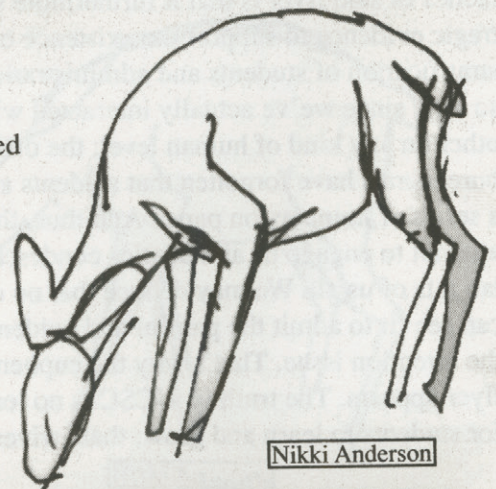
cannot be ignored, but it? Indeed, if true objects of would receive a from this institution than occasional free food and some new computers to play with. Maybe alternative transportation would be seriously considered a priority to convenience. Maybe the personal evaluation would be respected again and class size would grow smaller to accommodate a more meaningful teacher/student relationship. Who knows? We might even have a building erected in our honor. ☘

why should we accept dents were the interest, we little more

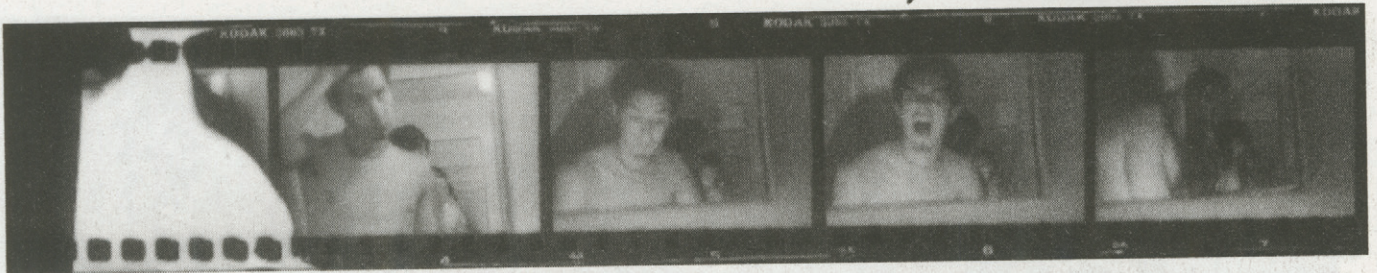


Bug the chancellor: mrcgrnwd@cats.ucsc.edu
Contact nameless numberhead man:
iamconleche@yahoo.com

*name changed upon request



Nikki Anderson



LEGAL WRANGLING

Profit Over Public Health

Sky Gilbar

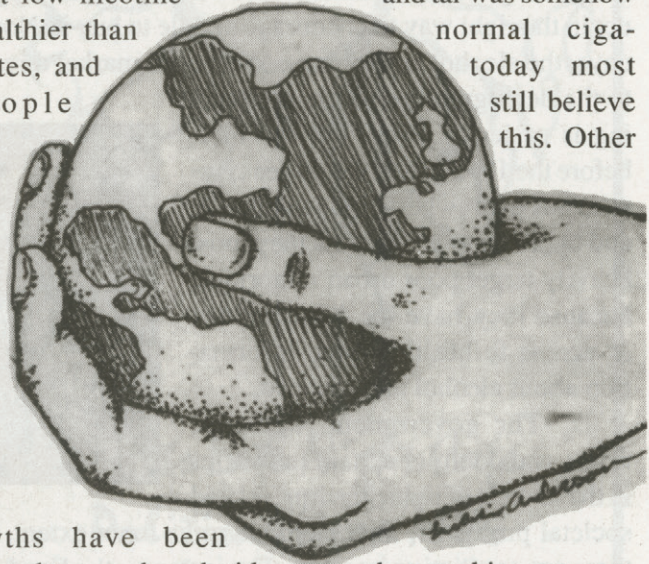
Legal recreational and prescription drugs are more dangerous across the board than any illegal substance, yet because the corporate wealth and profit margins of the industries that produce and market these drugs are at stake, any major change in the way we view, consume, or treat them is unlikely. Although one could argue that illegal drugs are more dangerous, their total amount of damage combined doesn't come close to the amount that legal drugs do. In this article I will discuss recreational drugs, (mainly alcohol and tobacco) as well as pharmaceuticals, and their social, political, and health-related issues. In America's free market system, when it comes to legal drugs, public health takes a backseat to making money.

Alcohol and Tobacco

In the twentieth century, the extent of destruction caused by alcohol has been well documented, and the social consequences have been tremendous. Almost all violent crimes are correlated with alcohol, half of all auto accidents are caused by it, and it costs over \$120 Billion a year directly and indirectly in losses. It creates reduced productivity, loss of employment, death, and welfare problems just to name a few. Plus, more than 100,000 deaths each year are connected with alcohol.

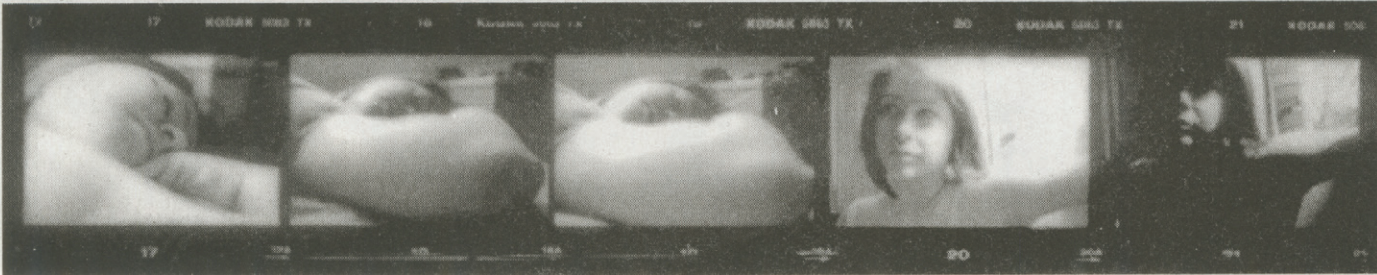
Tobacco is just as dangerous, if not worse. The prevalence of cigarette smoking in the United States is going down steadily every year for a variety of reasons. But this shift has been hard fought, and has taken a lot of fighting with the cigarette corporations. Tobacco, simply put, is the leading cause of preventable death in this country. If there ever was an example of corporate wealth over public health, it is the tobacco industry. Once you get someone hooked on tobacco, chances are they will be daily customers for the rest of their life. Up until the

1960's, smoking wasn't considered unhealthy and most American adults smoked. The cigarette companies had been marketing for years knowing full well the inherent risks and dangers, but refused to release them. Because tobacco is such an unbelievably profitable industry, the companies have recently had to adapt to increasing public awareness about the dangers of smoking. Their response has been to increase the amount of money they devote to political influence and to attempt to sway public opinion with their own studies and marketing strategies about tobacco. For instance, they claimed (falsely) that low nicotine and tar was somehow healthier than normal cigarettes, and people today most still believe this. Other



myths have been started too, such as the idea that smoking can control your weight, and if you stop you will gain it back. This tag line has encouraged many women to start smoking. In fact, young single women are the only demographic of smokers that is increasing, and it is falsehoods like these that keep those numbers rising.

But what about the public health consequences? For many corporations, public health is secondary if it interferes with profit. So the job of public health seems to fall on the U.S. government. The tobacco companies recently settled with some states to offset the huge medi-



cal costs caused by cigarettes, but this kind of action is very unusual. In the wake of this huge settlement, the tobacco companies are expanding their markets overseas, especially to Asia, where regulation is virtually nonexistent. With a base of smokers in China alone of over 300 million people (larger than the population of the United States), the profits are lucrative, and sadly the public health problems in such countries will be devastating in years to come (Shenon, 58).

It is natural to ask why substances this devastating to society are still legal and are more often than not subsidized instead of regulated. The answer is profit. In the current system, the bottom line is that the better the alcohol and tobacco industries do, the better some local economies do and the more money the government makes off taxation. So from a purely economical standpoint, things are good. Their mind is set on marketing their product in the right way to encourage people to buy it. Nowadays, the alcohol and tobacco companies market directly to the demographics where advertising is easier to place. For instance, before the 1960's, you would see cigarette ads everywhere, in low, middle, and upper class areas. Now they most heavily target poor urban minorities, because they have the least amount of access to health related information about alcohol and tobacco.

The government regulates, taxes, and controls certain industries in the interest of reducing drug-related societal problems. This method works to an extent, but there are conflicting interests. For instance, the Food and Drug Administration, which is concerned with

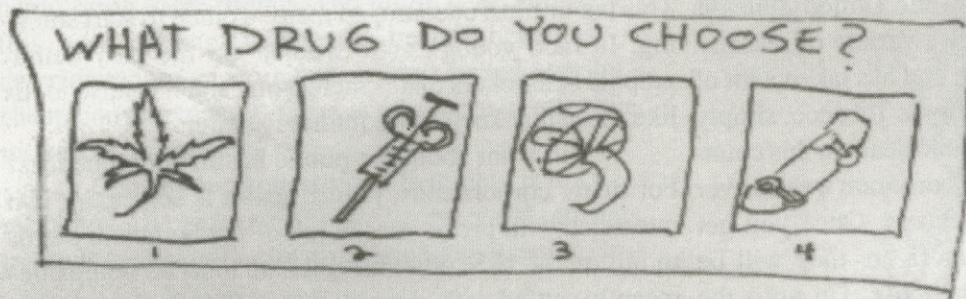
public health, doesn't even have a say in alcohol and tobacco legislation. It has its own bureau, called the ATF (Alcohol, Tobacco, and Firearms) in the treasury department, in which political money influences policy. If a politician gets x amount of dollars for his campaign from an alcohol corporation, he is a lot less likely to vote, for instance, on a bill increasing education funding for underage drinking. When the job of educating our population on the dangers of such legal drugs falls on our government, the conflict of interest is staggering. Some politicians feel intimidated to keep facts away from the public in order to appease the corporations that help them out or reside in their districts. This contradiction makes public health sector legislation inherently hypocritical. But there is also another side to legal drugs that has its own set of standards and its own array of problems.

Prescription Drugs.

In mainstream Western science, the dominant medical model states that all human suffering is a disease and can be cured by a pill. I suggest that the way we look at medicine and health care needs to be changed, because simply popping a pill doesn't always help. Although modern medicine is an amazing blessing in many ways, when it comes to pharmaceuticals for our emotional or mental states, especially anti-depressants and sedatives, there is a conflict of interest

again, like tobacco and alcohol, between corporate profits and public health. In some instances, drugs are invented by drug companies and approved by the government, to treat disorders *they* fabricate. Drugs like Valium, Librium, and Xanax are designed to cure or treat cases of severe anxiety and panic disorder. But they were marketed and prescribed by doc-

"the tobacco companies are expanding their markets overseas, especially to Asia, where regulation is virtually nonexistent."



tors during the 50's, 60's, 70's and even today to an extent, to people with only mild anxiety or simple worries. They can eventually cause physical dependency and sedation in people that most likely never needed them in the first place! These drugs are only a few examples among many others (Ritalin, Prozac, etc), that are over prescribed by doctors. This does not mean that doctors are stupid or malicious. They are also victims of corporate influence. From the beginning of their careers, doctors are bombarded with gifts, ads, documentation, and a plethora of other novelties by the drug companies. Doctors don't have time to go out and research every drug, so they rely on drug companies for information. Since Western medicine follows the dominant model of pain-pill-pleasure, the doctors will just look for the most suit-

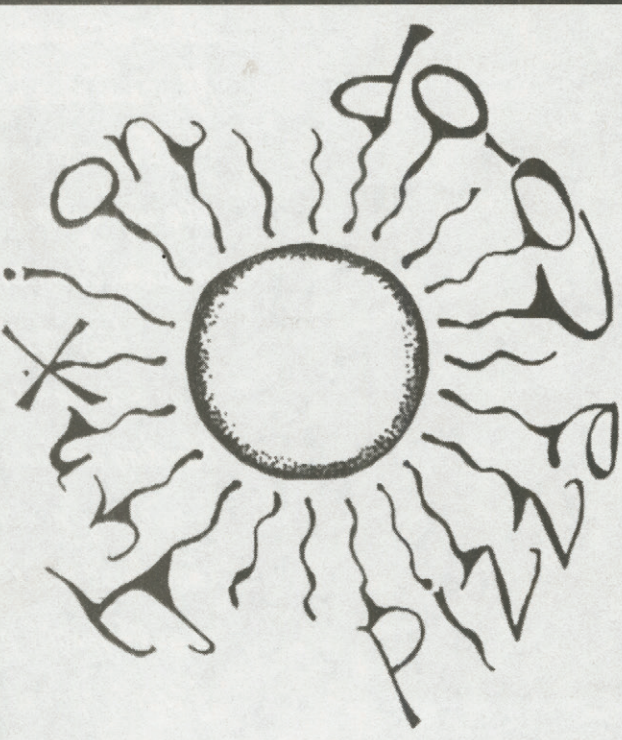
social conscience, it is the drug industry. But unfortunately, the way our system is set up, it merely encourages the capitalistic nature of such companies, which, more often than not, turn a blind eye to public health.

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"This is a dangerous practice. Doctors are prescribing drugs to people who simply do not need them."

able drug in order to treat most peoples' problems. This is a dangerous practice. Doctors are prescribing drugs to people who simply do not need them. I don't mean to imply that prescription drugs don't work; just that they are given to too many people. Often people can heal themselves by changing their lifestyle, social setting, surroundings, or friends (any number of different ways). A magic pill doesn't cure all of one's problems, yet this is our mindset due to the influence of drug companies. Just like alcohol and tobacco, the risks and dangers of these drugs aren't prevalent in the mass media or often times even in public information. The drug business is booming these days. Maintaining profit margins and filling prescriptions are of the utmost importance to their livelihood. A drug like Prozac for example, owned by one company, is being prescribed a million times a month in this country.

The alcohol, tobacco, and prescription drug industries in the United States are profit driven, if nothing else. If there was ever a sector of industry that needed a



*Roots Late Night Cafe
Political Open Mike
Thursday Nights
10pm to 3am
In the Junxion at the Student
Center*



Hetch Hetchy

*Undercurrents Indian summer against my
silver sitting by a drowned canyon John
Muir had once asked to save. The nights of
San Francisco roaming we walked, while the
city was being fed valley grave water, tainted in
old animal bones from 1915 & lost explorer dreams...*

*Lapping, midnight velvet blues remains
of an old man's tears washing over me,
bleeding me down these boulders hot granite faces
eroding my memory in the reflection of their loss...
that drips black grief, sheer Grey angles, edges
of you hypnotic plunge I wanted drunk inanimate pools
of trout, spread toes & clear cut glass
instead of sky haze, maze ripping strips of distant
hiway into the once light of water...*

*Lung swelling sorrow dyed hoping to breath you back
into virgin wells collecting beats of heart streams,
wet in vision of your mouth. Walls, glacier birthed
dammed stagnant, damned by the rise coyote eyes
populations placenta sucking Wild California's
momentum: Hetch Hetchy's rarity exploited in
dynamite heat, parting death cemented tongue
wave control "I miss you" & that is all...*

*para Matthew, my love,
Sarah McKinnon*

On Wielding A Diamond Sword

By Matthew Thomas Russell

I am borne twelve centuries samurai
take sword and open stomach suicide by honor
slit from hull to stern boat burning viking
sink into the water remembering
(should I stand now draw my sword
turn back and face the demon
dragon St. George's chest piercing arrow)
take heed, take heed and try to remember
we each are poets prophets bards
take up and tell the story you have
kept silent
all your life

trees and land roll back
I now strip the land away
break down every word I say
turn the colors all to grey
bruised and bitter broken beaten
shut my body down stop eating
take upon myself every fall
die and drown and end this all.

light (begin again with light)
dark and storm ridden dayless night our nothing
rests awaiting movement

(it all became at once
billion years evolution all in one moment
every fingernail insect leaf of grass
mini-mall shopping cart boris karloff
all at once revolving around cow statue suns
and ten commandment swimming pools
moses mowing his lawn on Sundays appeared at
the same moment as the sun god Ra
sails across the Balkan straight
it all began a bit too late for
The New York Times quote GOD IS DEAD
salt oceans mix eurasia landmass
movements galaxia shapes take form and
break form are formless

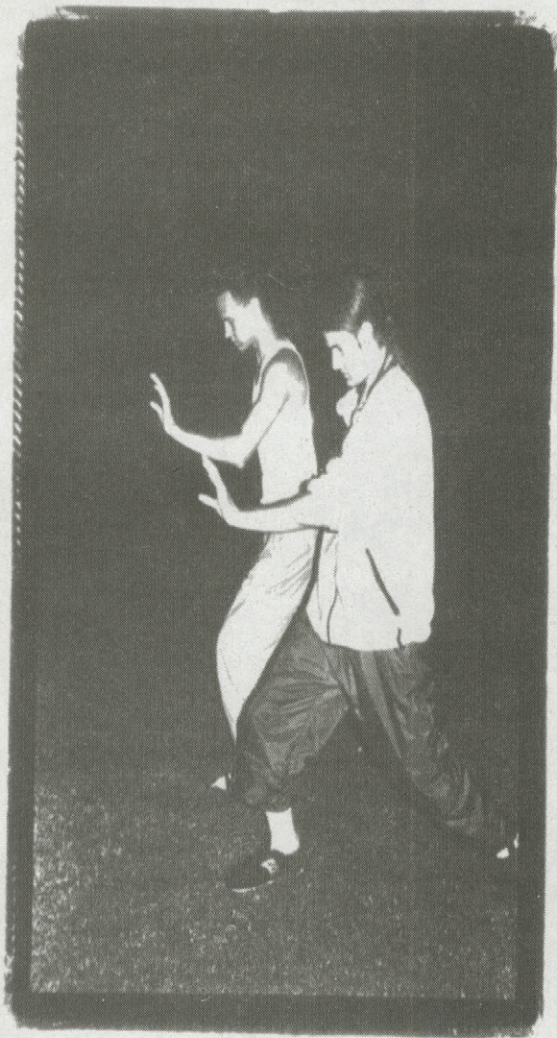


Photo by Alex Spector

light (change) and light (grow)
for you and I know not where we go but
lead and I will follow follow and I will lead)

trees and land fold back
walls become sand
my hands become bark
I awoke before you
sat up and through the window
saw Oregon covered in snow and
in the middle of the raging night
smoked one stale cigarette out on the porch

put my fingers up against
the smooth wood grain
one: all life is suffering

born -> bleeding
slowly out of stomach holes crying
laid back unmoving immobile vanished

left center outskirts of
the milky cum stained way shooting
spinning ovarian balls of light and dust
young star surrounding

some galaxies have halos breasts
birthing us nipples
soft edge outskirts of old star
Red Giant Supernova dark stars
plasma hydrogenated within

so much wasted space between each molecule

two: the origin of suffering
hold the smaller blade to chest begin at
base and pull upwards towards the heart
then fall forward onto my sword
this I remember clearly
with hair tied back and long stiff robe
packed following the sounds of the wolves
through the mountains towards Kyoto

constant spinning spiral motion
the second law of aerodynamics
dreams visions wooden wings for flying
floating arabic 1001 nights but no days
tracing finger following begin me again origins
of knife wounds

I fell on the sword myself
out of honor out of respect
"conditioned to self-interest with emotions locked away"
Jesse Michaels screaming
and I am a punk rock buddhist star listener
heroin addict smack smoking dragon chasing
never catching bodhissatva of compassion
will I return again to this moment
destined to repeat and all out of proportion
I am none nothing definitely not these things
descending hungry ghost wind whispering trying
to send you messages

within you
some galaxies take shape at the edges of other star systems
wiping star dust swirling into heat
compression circles
(will I return again? Rebirth circle cycles
secular wheels wooden spoke carts eyes
and an answer without a question)

bright red coral reef cuts
bone carving spearheads
facepaint I'm going to scalp you
and I have before
head hunting I have taken this many
souls with my bare hands and
fire dancing chest pounding

I am a warrior
tenth century burning English bodies
the smell travels for miles and
stirs the hunger in me
my hands stained deep in fresh salt blood
washed in constant impermanence of
body soul mind and river

three: cessation of samsara
brush your hair out of your face and
look at me
constant eye changing woman
there are galaxies the birth of
our child begins in you
it is pouring from your cat eyes
deep black pupil slits constant
dilating as my cornea light
funneling changes

light spark shadows travel
1000's of light years to touch
your skin from far away stars
eight minutes to and from our sun
everything changes on the journey home
light goes both ways, don't you know
comes in mine back out to yours
comes in yours back out to mine
it's been this way, all this time
just think of all the light we've wasted
looking into other eyes

have not moved for forty-nine days
in the nights everything goes silent
hands and limbs collapse
sun star split second echoes in each eye blink

break down break out break away or
just forget and it all disappears

it all
ended
at once
without a sound
every arm hair microscope arthropod
garbiel garcia marquez levitating in a lawn chair imploding
at the same moment as arthur rimbaud
smoking clove cigarettes at a drive-in movie just south of chicago

we are the whisperers
the alcoholic frantic moon worshippers
dancing hallucinating as we continually become
midwestern fireflies and long dead chinese scholars
buddha sakyamuni speaks to me from
walnut shells exposing theories
on other fallen angels

but this I remember:
my hands, right on top of left
gently wrapping around the ivory handle
caressing its naked form as I slowly
pulled it unsheathed from my
body
already a river of my chest
spilling out onto the forest floor
and determining the fate of cloud forests
everywhere

four: the eight-fold Path

light (begin again with light)
spilling out of cups and bottles
spilling back into stars

it all never happened never became all at once
none of it
no Saturdays Tuesdays Closed on holidays
thanksgiving injun turkey specials
unread unwritten Robert Frost Jack Frost
Jumpin' Jack Flash books
no hair follicles sweat glands movie theaters Boutros Boutros-Ghali
NONE OF IT.

I do not wake before you
bruised and battered broken beaten
in the Oregon snow
pulling old lives out of
postcard boxes
piles of old matchboxes
collected by the fireplace

Arhant
all senses are false and
all feelings are illusion
planet Earth and
the backdrop spinning cosmos
sangha -> laymen monks and nuns
all illusions
mother father
sister brother
none of it real.

i must mediate on this
by dragging razors cross my wrists
clenching my knuckles into fists
slamming my hands into the wall
die and drown and end this all.

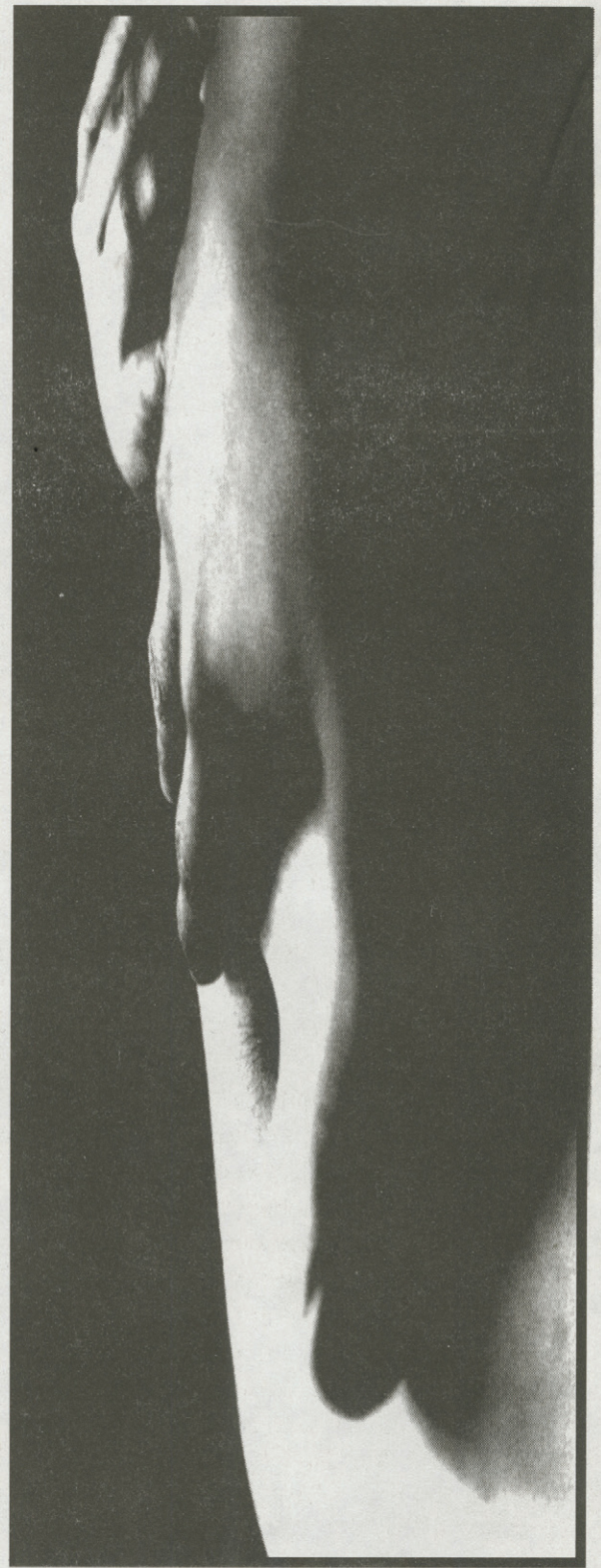
(should I turn now pull my blade
advance into the thick black fog
go on hunting demons chasing dragons
with butterfly wings)

I forget...I forget
everything but this:

I am borne twelve centuries samurai
borne a ronin lion warrior

I speak to sakyamuni in walnut shells
sakyamuni who disappeared
and I too hope to be borne again in walnut shells
in the breath of the air
and then not at all.

nirvana -> the blowing out of candle
extinguishing of flame
nothing more.



Alex Spector

Tawn Kennedy

NATIVE VOICE

A CONVERSATION WITH JOHN TRUDELL

DAVID KUPFER

John Trudell's life has been an epic journey. He was born and raised in eastern Nebraska, on the Santee Sioux reservation. His mother's tribal roots were in Mexico, in the Chiuaua and Mixucan regions, her father ran with Pancho Villa during the Mexican Revolution, and his father was a Santee Sioux. Hardship was not foreign to Trudell in his youth. His mother passed away when he was only 6, leaving a large family behind. He developed a deep contempt for the American "work ethic" as he watched his father struggle to raise the family. In 1963, faced with limited economic opportunities, Trudell joined the Navy, and found active duty in the waters off of Vietnam on a ship doing search and rescue for downed pilots.

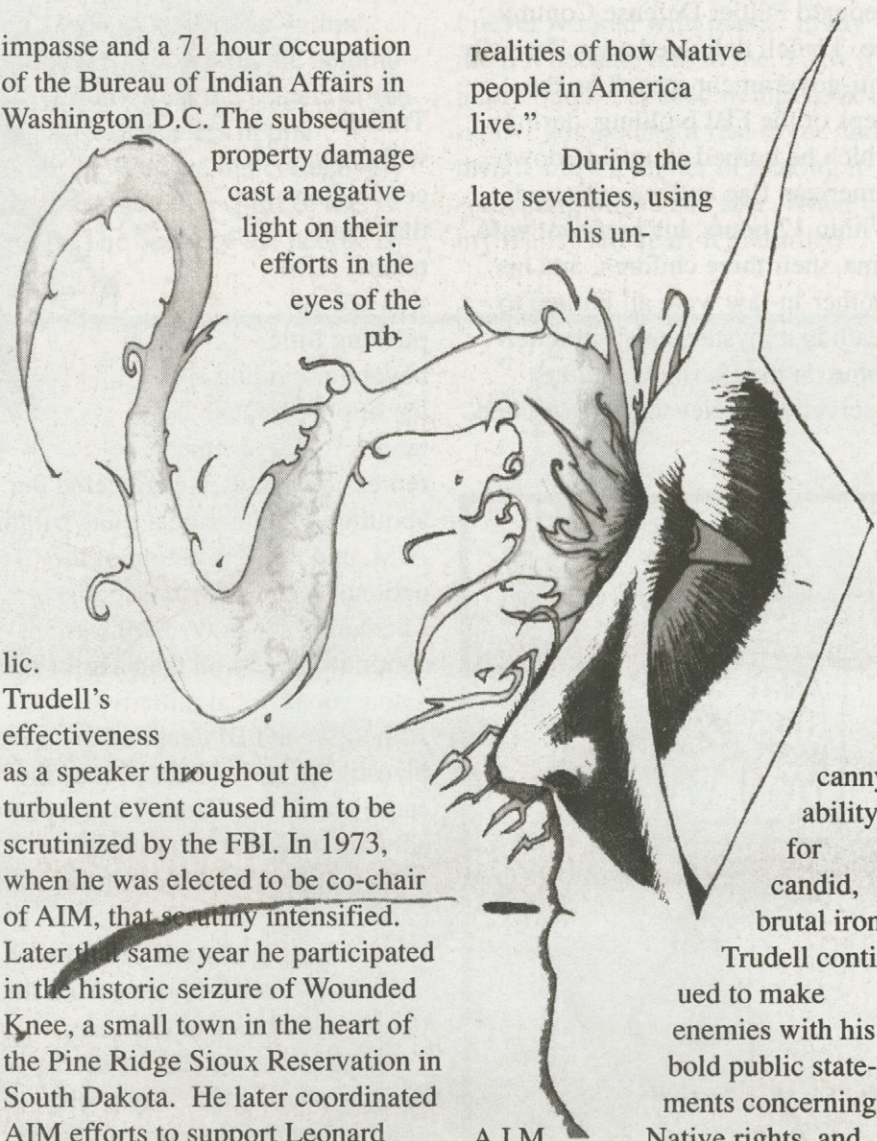
Trudell began his life as an activist when he joined the Indians of All Tribes 1969 occupation of Alcatraz Island in San Francisco Bay and became the spokesperson for their actions. The takeover was quickly recognized as one of the nation's most prominent movements in the struggle for Native American cultural and land rights. The American Indian Movement sprang from its wake. Trudell participated in the 1972 Trail of Broken Treaties, a national caravan that brought together more than 2000 urban and reservation Indians from across the nation to present a formal list of demands on the federal government. Failure of communication resulted in an

impasse and a 71 hour occupation of the Bureau of Indian Affairs in Washington D.C. The subsequent property damage cast a negative light on their efforts in the eyes of the public.

Trudell's effectiveness as a speaker throughout the turbulent event caused him to be scrutinized by the FBI. In 1973, when he was elected to be co-chair of AIM, that scrutiny intensified. Later that same year he participated in the historic seizure of Wounded Knee, a small town in the heart of the Pine Ridge Sioux Reservation in South Dakota. He later coordinated AIM efforts to support Leonard Peltier, who was convicted of murdering two FBI agents at Wounded Knee. Speaking of Peltier's mistreatment at the hands of the U.S. prison system and the possibility that he could be released, Trudell says this: "I don't think that Bill Clinton is going to pardon Leonard Peltier because Clinton has no sensitivity, no understanding, and no sense of integrity when it comes to the

realities of how Native people in America live."

During the late seventies, using his un-



can ability for candid, brutal irony, Trudell continued to make enemies with his bold public statements concerning AIM, Native rights, and federal policy. A 1975 incident in Owyhee, Nevada, in which Trudell fired a pistol into the ceiling of a store to protest alleged overpricing of goods by the non-Indian owner, did not discredit him as many of his enemies had hoped. However, Trudell ultimately served short prison sentences on several occasions. In one facility, he was told by an inmate that unless he stopped his activist efforts, his family might be

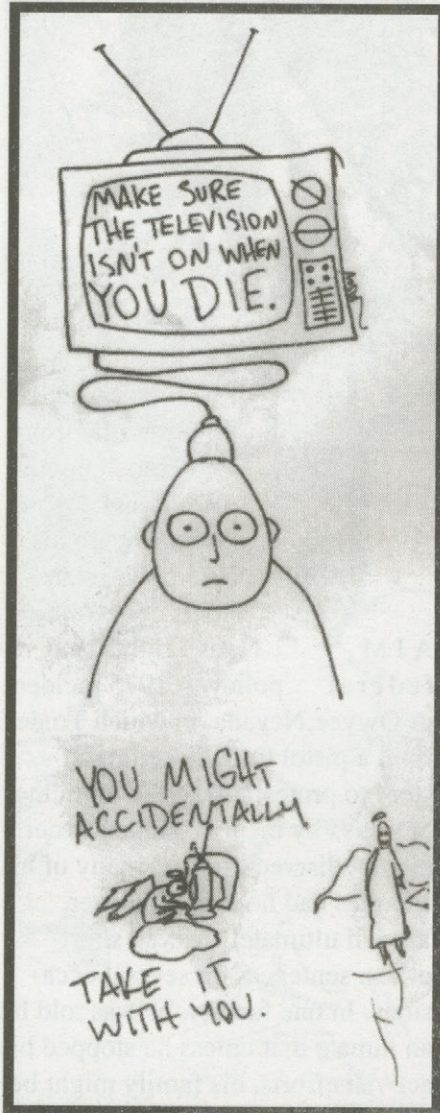
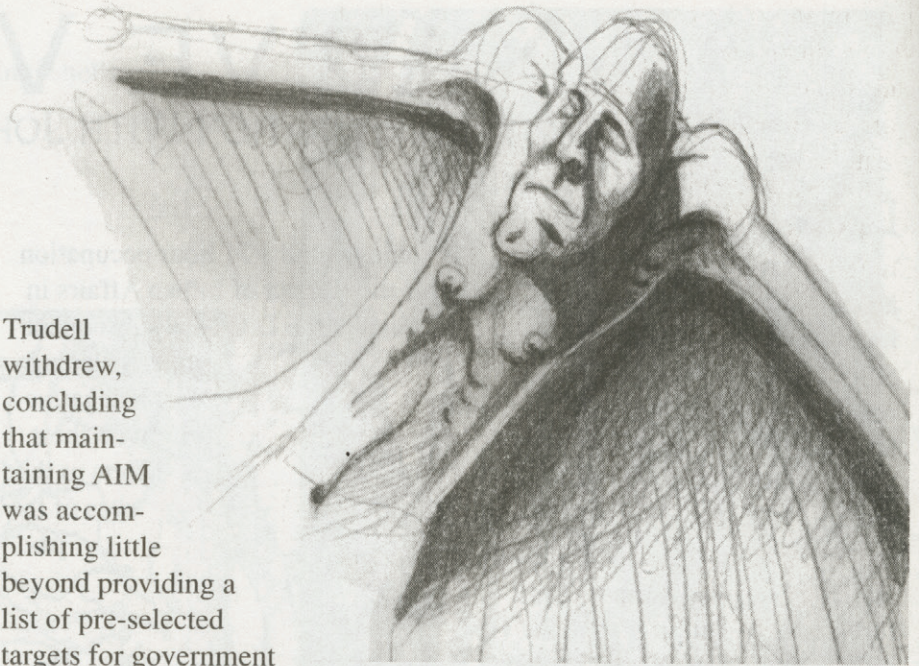
harmed. At the time, such a threat seemed part of political organizing and he let the matter drop.

On February 11, 1979 in Washington D.C., while serving as primary spokesperson of the Leonard Peltier Defense Committee, Trudell delivered a vociferously anti-government speech on the steps of the FBI building, during which he burned an upside-down American flag and was arrested. Within 12 hours, his pregnant wife Tina, their three children, and his mother-in-law were all burned to death in a mysterious fire in their home on the Shoshone Paiute reservation in Nevada. Devastated,

Trudell withdrew, concluding that maintaining AIM was accomplishing little beyond providing a list of pre-selected targets for government repression. He then engineered the abolition of all national titles within AIM, and the dissolution of the national office in Minneapolis. Thereafter, the movement was continued solely on the basis of autonomous, local initiatives. Although the FBI declined to investigate, it was later proved the cause was arson. Trudell has repeatedly asserted that he suspects government involvement in the fatal arson.

Exiling himself to deal with his pain, Trudell withdrew from the world of politics and activism. Through his heartache, he discovered his poetic gift. "My poetry was born out of the rage of losing my family but also out of pain, clarity, confusion...my whole life experience. When bad things happen poetry explodes out of me. I've been told people perceive anger in my work. I don't have a problem with that anger. Fear and courage are part of the natural process. They help people sense their environment." Trudell began to incorporate poetry into his speaking engagements. In 1981 he

published a book of poetry, Living in Reality. Soon after, fate delivered him a new friend while he was working with nuclear energy opponents and environmentalists. At a 1979 rally to protest uranium mining near Mt. Taylor, New Mexico, he appeared on stage with Jackson Browne. "He was by far the most compelling speaker," Browne remembers, "very impassioned, with unflinching honesty and a certain good will - even when he was talking about 500 years of abuse." The two inspired each other and became fast friends. In fact, at a party in Hollywood some years back, I was surprised to see John Trudell with Jackson Browne. As he was smoking corporate tobacco, I took the opportunity to harangue him in a friendly way: "John! What are you and Jackson doing smoking Camel filter cigarettes? The least you could do is use American Spirit." John, who I had met previously at anti-nuclear demonstrations, looked at me with a stoic face and slowly took his trademark sunglasses off. Staring



me straight in the eyes he said, "I'm very suspicious of anything that calls itself 'American Spirit'." Coming from Trudell, that meant a great deal.

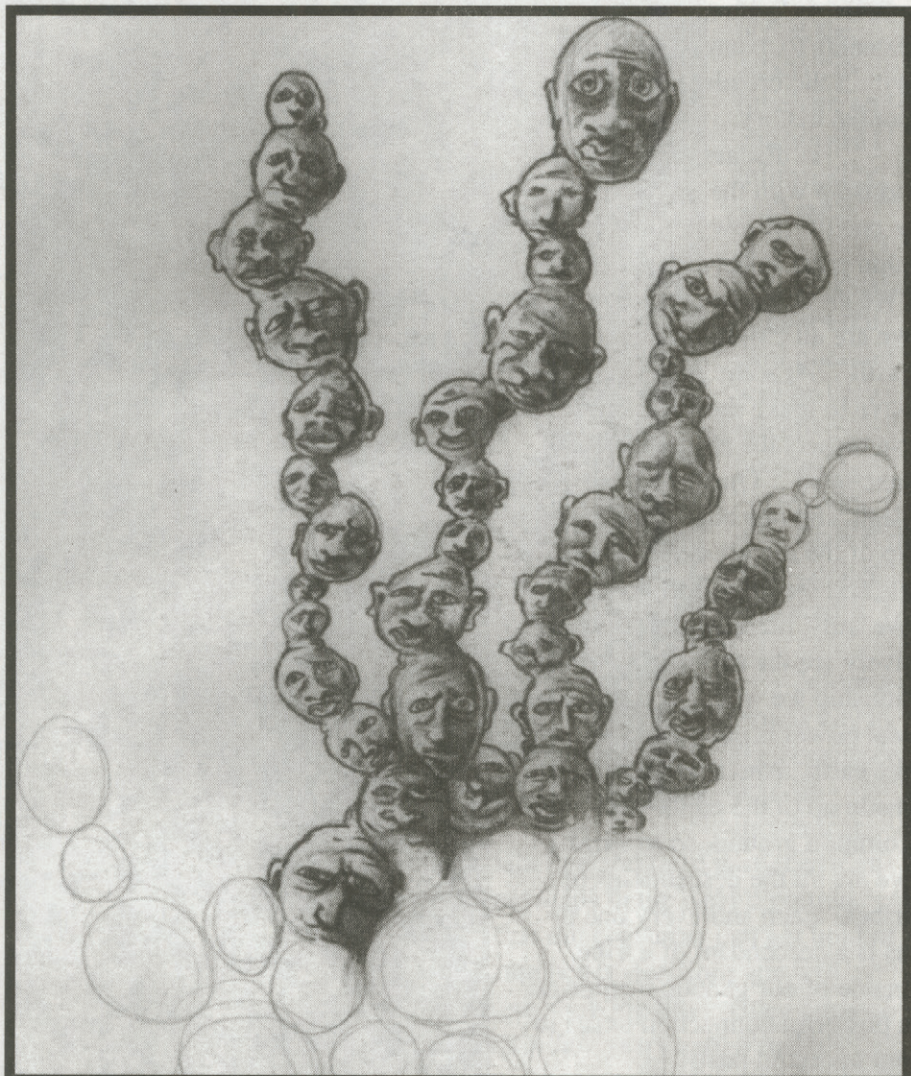
Part Lou Reed, part Bruce Cockburn, part Buffy St. Marie, Trudell's voice has distinguished him as the unofficial bard of the Native American Indian Community. An alchemist of words, he has produced several albums of spoken words backed by music, toured America and Europe, and developed a dedicated following. His truth beyond poetry has awakened people to the distinction between illusion and reality, and reveals the connection to real power: perception and spirit. "I've been surprised by the degree to which my words and music have found acceptance. On the one hand I'm not surprised that the ideas touched people, but me, personally, I am surprised that I'm able to say this to them." Musician Kris Kristofferson likens Trudell to a crazy lone wolf, a prophet, preacher, and warrior. "He's a reality check...reality is a fire that burns inside of him. His spirit cries for it." Trudell has truly distinguished himself as the most well known and heard Native American person in the world of rock and roll, with the exception of Buffy St. Marie. John Trudell has also emerged a notable film actor. He had a cameo in "Powwow Highway," and appeared in "Incident at Oglala." In the film "Thunderheart," he played a character based on Leonard Peltier. Trudell says, "I have small cameos in 'Extreme Measures' and 'On Deadly Ground,' Every now and then good parts come to me. Hollywood being Hollywood, it's been as nice as could be. They just don't get it. Native stories still need to be

told, both past and present."

"People have been in rebellion since civilization began. It's how we view reality. I do what I do because I have to. To me it isn't work. I don't want to be a worker. I don't look to leadership within individuals, but within the community. I don't trust the leaders or the definition of leaders in this society...What we did collectively was to rekindle the spirit of the people. The Spirit of the people is-

extremely recognizable. In every area young people are learning, ways of sacrifice such as prison, harrassment, and death, so their spirit becomes stronger."

"When I first started writing I never worked with music. In my mind it became real to me. I saw it in my mind, I headed in that direction. I gotta make it real to me and then it's just a matter of making it something others can see. When my reality fell apart it all turned



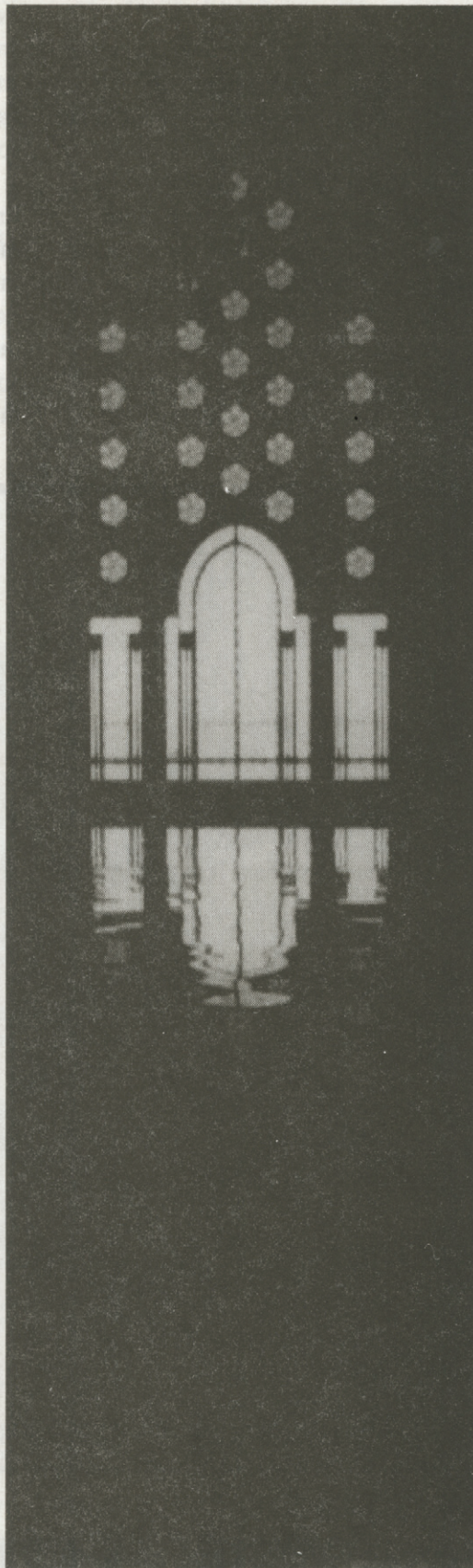
THE
RHIZONE
INFOSHOP

around, I had to re-align some kind of way... But it is something each and every one of us does, it's why our lives are what they are, all external."

In his own intrepid way, Trudell has done much to raise consciousness about Native American struggles. He has no peers who combine his uniquely blended abilities as an activist, actor, and poet. He has a steady and deliberate delivery, rendering a performance sure to inspire, inform, and motivate listeners to examine their places within the broader scope of human history.

In discussing our relationship with the earth, Trudell is one of the few humble environmental sages of the 1990's. "We all come from the earth, we are all children of the earth... At some point we'll have to make the decision, will we respect the earth or these machines... Our blood, our flesh, and our bone, are made up of the metals and the minerals and the liquids of the earth. We truly, literally and figuratively are the earth. Any relationship we will ever have to real power is our relationship to the earth. And because we are made up of the earth—our common ground, so to speak—we are all the descendants of tribes. Each and every one of us is a descendant of a tribe. Inside of our genetic memories, a powerful connection exists to our ancestral pasts."

Trudell also delivers poignant observations regarding the human potential to overcome the notion of a dominating white male God which demanded everybody's automatic subservience to the



Mac Hillenbrand

natural progress of industry: "In our tribal ancestry, each and every one of our ancestors resisted that notion, that imposition. Tribes of Europe, tribes of Africa, tribes of here. Every tribe resisted it. It's almost like a disease. A virus that lives in the human. A disease of the spirit. It's almost like a diseased spirit affects the perception of reality of the carrier of the disease, the human being... But the antibiotic to this disease is our intelligence. We were given intelligence by the creator. There is no existing cure to the problem other than the one we will create by using our intelligence."

"It's very important that we understand who we are in relationship to power, because we have been tricked and lied to, almost in a way one would say, "brainwashed," into looking at authority as power. It is very important that we make this distinction. We live under an authoritarian system, an industrial technologic mindset that has discovered and developed a way to mine the spiritual part of human and convert it into energy and then use that energy to power their system, to run their system. They are literally eating our spirits. Our spirit is eaten when we do not understand the distinction, the difference between authority and power... Pollution of the environment has come from this plundering and mining of the planet in an irresponsible manner. But you think about every fear, every doubt, every insecurity, every way that we ever beat ourselves up inside of our own heads—that is the pollution left over from the mining of our spirit."

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coffee grown on plantations that incorporate the large trees that certain birds depend on for their habitats.

Buying Certified Organic will keep the workers and the environment healthy by nixing the use of harmful chemical sprays.

Choosing Certified Fairly Traded coffee, or Certified Fairly Traded anything for that matter, guarantees that growers are treated fairly. The Fair Trade Federation (FTF) has a list of guidelines that they use to classify companies that operate on a fair trade basis. According to FTF literature, it classifies fair trade companies as those that “pay a fair wage in the local context, provide equal opportunities for all people,

particularly the most disadvantaged, engage in environmentally sustainable practices, build long-term trade relationships, provide healthy and safe working conditions, and provide financial and technical assistance to workers whenever possible.”

Don't wear sweaty clothes

The fair trade sector of the consumer activist movement is also very active in the garment industry. One action that is taking place is that cards with

printed information about the oppressive conditions in which garments were made are being circulated. “The cards can be downloaded from the internet (at www.u-can.org), printed out, and slipped into the pockets of clothes at stores,” explains Gilad Buzi, a self described anti-consumerism activist.



Mac Hillenbrand

Industrial labeling and third party certification are great leaps in the right direction.

The more that the consumer can get hold of accurate information, the better decisions she will make. “When they were showing those video clips of slaughter houses on TV a few years ago, it really opened my eyes. I turned vegetarian for a few years,” says UCSC junior, Surana Singh. This is the experience of Mothers and Others activist, Gordon as well, “The more the consumer knows, the wiser decisions he will make,” she says.

“This is the cutting edge of consumer activism,” Buzi says. He says that the reason it is so cutting edge, is that the action “infuses the anti-consumerist information, with the product itself.” Buzi believes the card planting will be very effective because “everyone who finds it in their pocket will read it.”

Information is key in the consumer activist movement.

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From Generation to Generation: A Conference on Agriculture Today

Alex Aaron

On October 17, 1999, a conference focusing on the human connection to agriculture and the environment, "From Generation to Generation," was held at the Loudon Nelson Community Center in downtown Santa Cruz. Knowledgeable speakers came from all over the country, from New York to California, and some, out of fear, did not appear (the Monsanto and government representatives). The conference was composed of two panels, one on Agricultural chemicals, and the other on biogenetic engineering. Organized by the Santa Cruz Chapter of the Coalition for the Environment and Jewish Life (COEJL), the day was filled with wisdom from both researchers and spiritual leaders from many different backgrounds.

Intense emotions were felt in the auditorium when white sage was smudged in an Abalone Shell, and offered to the Four Directions by Anne Marie Sayers, from the Indian Canyon Nation, near San Juan Batista. We honored the spirits of their ancestors and chanted in their language, "The Earth is my body, the wind is my breath, the fire is my spirit." Sayers reminded us that Mother Earth provides us with food and that our food choices affect the health of the planet and our bodies. She shared statistics with the listening crowd: before America was colonated by the "Old World," 100% of its human population was Native American. Now less than 2% of the continent's human population is of that ancestry. Is it a shocking parallel

that when this continent was established by Europeans, 95% of the inhabitants were farmers and now less than 2% of the population work the land. The seeds of wisdom directed towards the growth and reproduction of life sustaining food is held in a very

employed these toxic tools found themselves on a pesticide treadmill (Rachel Carlson). Those pests that are not destroyed by the chemicals have genetic resistance, and go on to breed more pests, which are resistant as well. The search for stronger



scarce number of hands.

The first panel was introduced by UC Santa Cruz's own Dr. Steve Gleissman, research professor and author of the text, *Agroecology*. He gave an overview of the topical content for the panel. We were informed that agricultural chemicals were not in use until after World War II, when an unprecedented increase of production and use began. According to Gleissman, pesticide use increased ten-fold from 1950 to 1992 under the premise that agricultural chemicals would rid our fields of agricultural pests forever. Yet farmers who em-

chemicals/pesticides continues while the natural systems of checks and balances are being destroyed. Beneficial insects are wiped out along with the pests, and within time, a farmer becomes dependent on more chemicals. Gleissman also noted that the rising use of pesticides is resulting in negative human health impacts. Dr. Gleissman suggests that we look at the management of our food production with the whole system in mind; the living (plants, animals and humans) and the non-living resources, for perpetuity.

The panel consisted of Dr. Marion

Moses, a physician and activist specializing in pesticide related illnesses and president of the Pesticide Education Center in San Francisco; Dr. Bruce Jennings, the Chief Consultant to the California Assembly Committee on Environment Safety and Toxic Materials; Mr. Tom Am Rhein, a Watsonville area farmer, farming strawberries, cut flowers and vegetables using both conventional and organic techniques; Reverend Tom Alejo, a Watsonville minister who began organizing with the United Farm Workers in 1968; and Ms. Jeanne Merrill, an activist and local director of Pesticide Watch, a state-wide organization monitoring the use of pesticides and co-founder of the Toxic Action Coalition of Monterey Bay.

This panel espoused a heavy dose of positive wisdom and motivation, as well as shocking, nauseating information about the current state of agricultural health.

"From Davenport to La Salva Beach to Watsonville, Santa Cruz County ranks #1 in intensity of pesticide use."

Dr. Bruce Jennings shared the encouraging knowledge that Santa Cruz is a big political player in organic agriculture policy through activism and academia (and combos of both). He suggests that the citizenry continue prodding our legislators on agricultural policy issues.

Jeanne Merrill of Pesticide Watch shared frightening facts that may motivate one to take action and add to the leverage to positive change. She believes pesticides are a very important issue in California because this state leads the country in pesticide use. Pesticide watch reports that 200 million pounds are used annually, and that between 1991 and 1995 there was a 35% increase of pesticide use. These toxic chemicals are used in fields next to schools and neighborhood parks, and "touch most of our lives," according to Merrill. From Davenport to La Salva Beach to Watsonville, Santa Cruz County ranks #1 in intensity of pesticide use. Up to 70 pounds of pesticides per acre are used annually, with strawberries being the leading recipient. Humans who are exposed to these chemicals suffer from cold and flu symptoms, there are many teachers and students in Watsonville schools with ailments ranging from cancer to bloody noses caused by Methyl Bromide use, while birth defects and nervous system damage have been linked directly to the presence of organophosphates

near homes. Ms. Merrill often receives phone calls to her office by commuters whose cars get sprayed while driving alongside fields. There are positive changes taking place; an increasing number of corporate conglomerate acres have been converted to organic agricultural systems, and research is well under way for alternatives to Methyl Bromide.

Tom Am Rhein, who farms conventional and organic fields, discussed the topic of stewardship. "What is good stewardship?" he asked rhetorically. He made it clear that California Certified Organic Farmers certification does not necessarily keep farmers from using chemicals. It only requires that they have to use chemicals that are from a non-synthesized source. He suggested that we enact positive reinforcement by rewarding farmers for efforts towards good stewardship of the land. Shade-grown coffee might be an example of good stewardship, working with the plants most favorable con-



ditions and providing a habitat for a diverse array of organisms. Mr. Am Rhein made a claim that there is too much research and "new" information for the farmer to process, in debate with the statistics that the United States Department of Agricultural only displaced less than 1% of their research funds to go to Organic Farming Research.

It is enlightening that UCSC is home of Agroecology research, and is taking steps towards developing sustainable agroecosystems. In turn, this pro-

"Monsanto decided at the last minute not to send a representative to the forum."

gram is attempting to find ways for us humans to lighten our impact on the land and promote diversity of organisms.

The second panel was introduced by the moderator and key-organizer of the conference, Felicia Orah Rein. She sat in for Dr. Marc Lappe, who was unable to attend due to recent surgery and read the letter he sent to take his place. His letter spoke of biogenetic engineering and its supposed economic benefit and threat to small farmers. *Bacillus thuringiensis*, a cabbage killing bacteria is an approved-organic biological pest control tool. Organic farmers can apply the bacteria to their fields when high populations of cabbage loopers arise, and the bacteria washes away before it reaches the consumers kitchen. But companies like Monsanto have genetically engineered this bacteria into the genetic structure of corn and soybeans, and other crops. Ingraining the bacteria into food invokes a great threat to the use of Bt by Organic farmers. The pests that are threatened by Bt may evolve to be resistant to this biological pest management tool, thereby making it obsolete for organic farmers. Before the rest of the panel began speaking, Orah concluded the introduction of Panel two with the news that Monsanto decided at the last minute not to send a representative to the forum.

The second panel consisted of Dr. Isaac Haviv, a UC Berkeley genetic engineering researcher; Rabbi Gedalia Meyer, an ordained orthodox Rabbi, interested in the interface between religion and science; Dr. Marc Lipson, an organic farmer and Policy Program Director for the Organic Farming Research Foundation (www.offrf.org) based in Santa Cruz; and Mr. Charles Margulis, an advocate for the Greenpeace Genetic Engineering Campaign.

It was very disturbing to learn that there is enough food being produced worldwide for every human (6 billion and counting) to have four (4) pounds of food per day. These statistics make questionable such claims that biogenetic engineering is necessary to meet the needs of a growing population. The supposed lack of food as the main cause of world hunger is mistaken, for this catastrophic undertaking is caused by an unequal allocation of the global food supply. What can you do to help alter this of-balanced reality?

Acting as a reinforcement to Dr. Lappe's insight on genetic engineering and capitalist corporations, Mr. Margulis expressed his concern that crops genetically modified with Bt have been designed to destroy the organic market. If this is true, I would argue that capitalism is acting out of moral bounds.

Those who are concerned about the the production and consumption of genetically modified organisms should contact the producer's of their food and find out if the food you eat is contaminated with GMO's. If so the consumer is suggested to make a request that the company label their food and express their discontent with the product ingredients.

After this panel, children who had spent the day in a separate room at the Loudon-Nelson presented pictures about healthy food and sung a song they created addressing the need for healthy, toxic chemical free food. The audience exited the auditorium and filled the reception hall, where samples and sales of healthy, organic food and drinks was held. The conference was a success, and many people went home empowered with new knowledge and an enhanced awareness of our current agricultural situation. ☸

"It was very disturbing to learn that there is enough food being produced worldwide for every human (6 billion and counting) to have four (4) pounds of food per day."

THE TEN O'CLOCK NEWS AND THE CAPITALIST CONSPIRACY

YOVEL SCHWARTZ

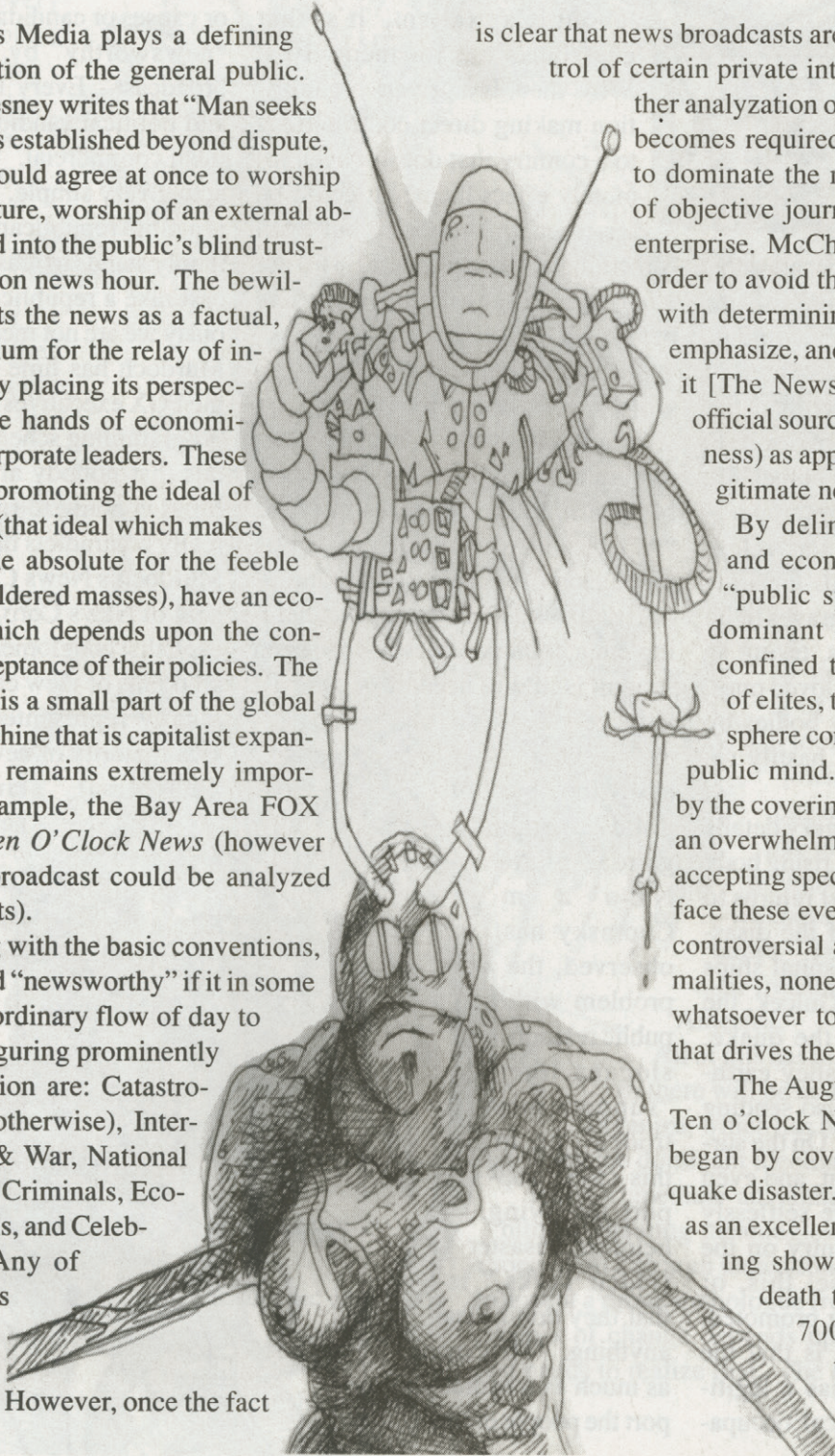
The News Media plays a defining role in the education of the general public. Robert W. McChesney writes that "Man seeks to worship what is established beyond dispute, so that all men would agree at once to worship it." In today's culture, worship of an external absolute is translated into the public's blind trusting of the television news hour. The bewildered herd accepts the news as a factual, "objective", medium for the relay of information, thereby placing its perspectives firmly in the hands of economically dominant corporate leaders. These leaders, far from promoting the ideal of public awareness (that ideal which makes the News a viable absolute for the feeble minds of the bewildered masses), have an economic agenda which depends upon the continuing public acceptance of their policies. The Local News hour is a small part of the global brainwashing machine that is capitalist expansion, but its role remains extremely important. Take, for example, the Bay Area FOX broadcast: *The Ten O'Clock News* (however any local news broadcast could be analyzed with similar results).

Beginning with the basic conventions, an event is deemed "newsworthy" if in some way disrupts the ordinary flow of day to day existence. Figuring prominently under this definition are: Catastrophes (natural or otherwise), International Politics & War, National Politics, Crime & Criminals, Economics / Financials, and Celebrity coverage. Any of these categories sufficiently stand out as noteworthy for broadcast. However, once the fact

is clear that news broadcasts are all under the direct control of certain private interest corporations, a further analyzation of the term "newsworthy," becomes required. As corporations came to dominate the news media, the concept of objective journalism became a lifeless enterprise. McChesney also writes that "In order to avoid the controversy associated with determining which news stories to emphasize, and which to de-emphasize, it [The News Media] came to accept official sources (government, big business) as appropriate generators of legitimate news."

By delineating private political and economic agendas from the "public sphere", that is, keeping dominant socio-political policies confined to a minority population of elites, the news creates an atmosphere conducive to controlling the public mind. This control is defined by the covering of events that appeal to an overwhelming audience made up of accepting spectators. While on the surface these events may seem to display controversial and topical social abnormalities, none of them pose any threat whatsoever to the dominant ideology that drives the broadcast.

The August 19th broadcast of The Ten o'clock News on FOX channel 2 began by covering the Turkey earthquake disaster. This catastrophe served as an excellent gateway to the upcoming show. After confirming the death toll as having risen over 7000, the audience was treated to the site of several children being



rescued from the rubble in which they were trapped. Here's the kicker: the children were saved by a team of American "rescue experts". This is a very simplistic manipulation tactic. First, the audience is rewarded for tuning in with the image of hope rising from the endless rubble.

Then, the audience receives a domesticated sense of pride when they're informed of their own country's involvement. This infantile

reassurance is necessary because the next details are heart-rending and not a little disturbing in their content. Literally thousands of plastic-wrapped bodies are revealed as "the unfortunate norm." Following this tastelessly graphic image comes the announcement that rising temperatures are causing authorities to fear outbreaks of disease that, unfortunately, will require mass graves to be dug. Distressed families, trying to determine the fate of their loved ones, will be forced to identify bodies by shifting through piles of hastily recorded photographs.

After a few more gory details (rampaging refinery fires, rising body counts, etc.), the broadcast returns to the local ramifications of the disaster. One: U.S. Navy hospital ships are being dispatched to Gulcek, the geographical center of the quake. Two: TQE, a Silicon Valley earthquake research firm, is also sending funding and physical aid. On the surface, the U.S. government, and even a private corporation, are selflessly lending a hand to a country on the brink of social collapse; this, of course, is the angle being promoted. What has also occurred is that the U.S. government now has a legitimate reason for a physical occupa-

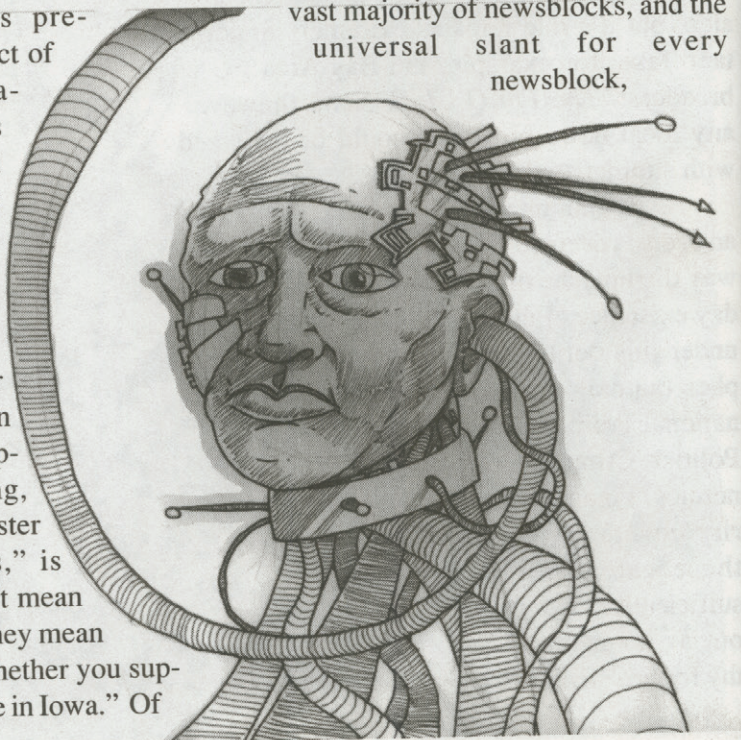
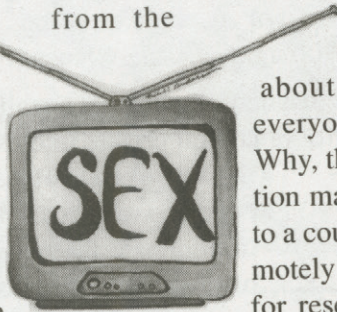
tion of Turkey. While it may be conspiracy oriented, it seems hard to believe that such peaceable intentions would not be taken advantage of by more insidious branches of our intelligence service. Also, the presence of a private research firm demands attention. If

there's one thing we know about Capitalism, it's that everyone's out for themselves. Why, then, is a private organization making direct contributions to a country that doesn't even remotely effect them? It could be for research purposes, but even something as benign as that is still not what the newscast implies. The broadcast plays up the "selfless" angle, and that just doesn't seem feasible. The story, by playing up American involvement, ends up functioning not only as vacuous support of meaningless concepts such as "Americanism", but also as subtle propaganda for private corporations. After all, who could be against helping out a country which, as has been shown, is in dire need of outside assistance?

This is precisely the object of good propaganda. As Noam Chomsky has observed, the problem with public relation slogans like "support our troops", or, in this case, "support the dying, helpless, disaster ridden Turks," is that they don't mean anything. "They mean as much as whether you support the people in Iowa." Of

course, there is a central issue. That issue is "Do you [the bewildered herd] support our policy?" But, as Noam Chomsky believes, "nobody's supposed to think about that issue, that's the whole point of good propaganda."

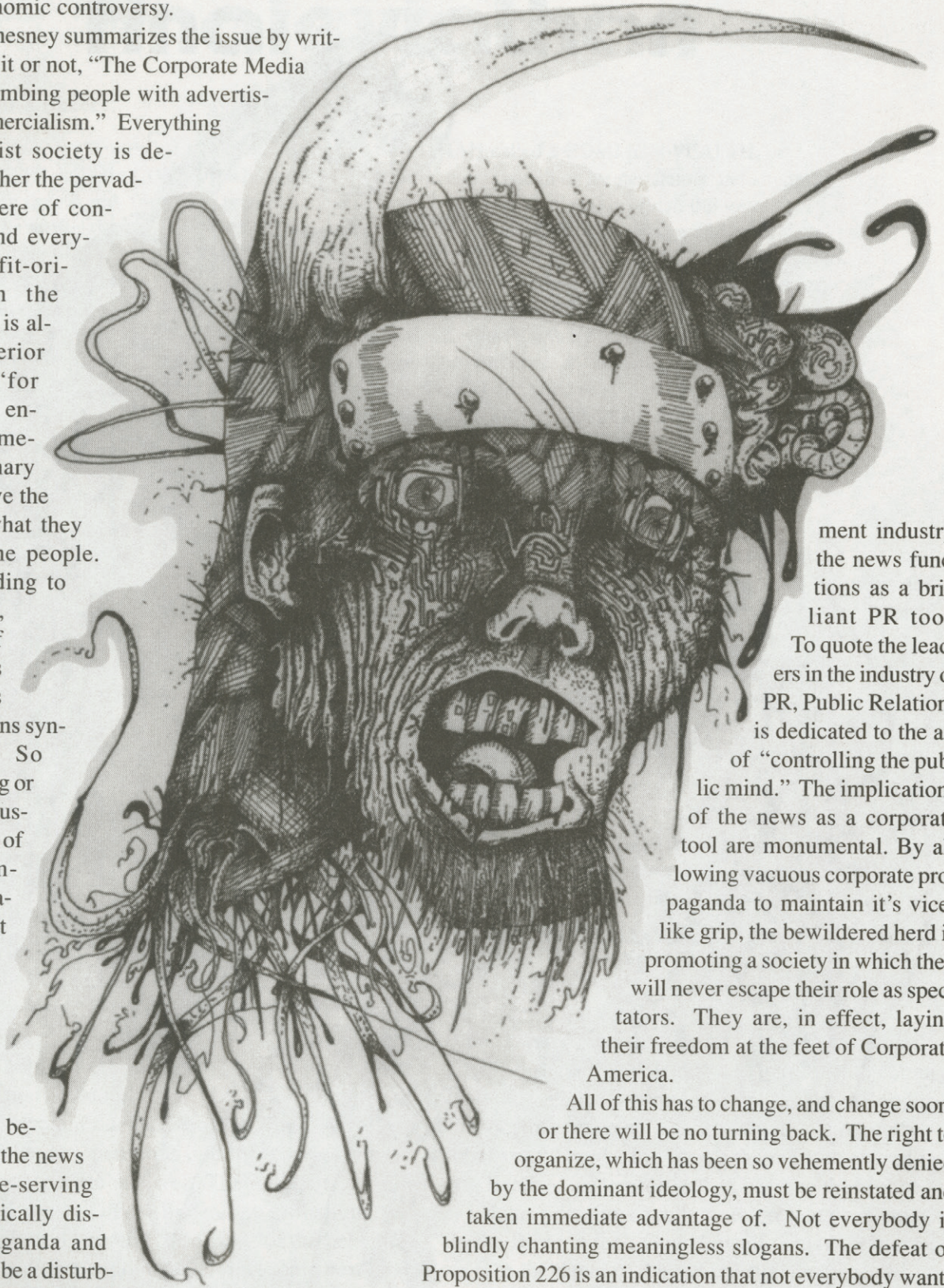
Something to think about is the fact that no democratic policies or causes or candidates were deemed "newsworthy" by the August 19th broadcast. Every legislative action and political candidate was a republican commercial. Why is that? It's actual very simple. Rupert Murdoch is a rabid republican conservative, so it only stands to reason that the newscast take a republican stance. Obviously we are not meant to believe that Murdoch has time to sit down with the FOX executives and plan the daily programming schedule, but it's obvious that nobody at the *Ten o'Clock News* is going to run a story that directly contradicts the overall goals of Murdoch's News Corp. Because the goal of News Corp., like every other capitalist conglomerate, is expansion, all points of view can be at least marginally represented. However the vast majority of newsblocks, and the universal slant for every newsblock,



needs to gel sufficiently with Murdoch's goals, in order to avoid economic controversy.

McChesney summarizes the issue by writing that, like it or not, "The Corporate Media are carpet-bombing people with advertising and commercialism." Everything in a Capitalist society is designed to further the pervading atmosphere of consumerism, and everything is profit-oriented—even the news. There is always an ulterior motive, "for much of the entertainment media, the primary goal is to 'give the advertisers what they want', not the people. And," according to McChesney, "the needs of advertisers and audiences are by no means synonymous." So when watching or reading or perusing any form of media conveyed information, one must always be wary of what the implicit messages being relayed are. Far from being objective, the news is a corporate-serving icon of chaotically disguised propaganda and there seems to be a disturbing lack of public discussion being conducted on what is arguably the most frightening economic trend in the history of media evolution.

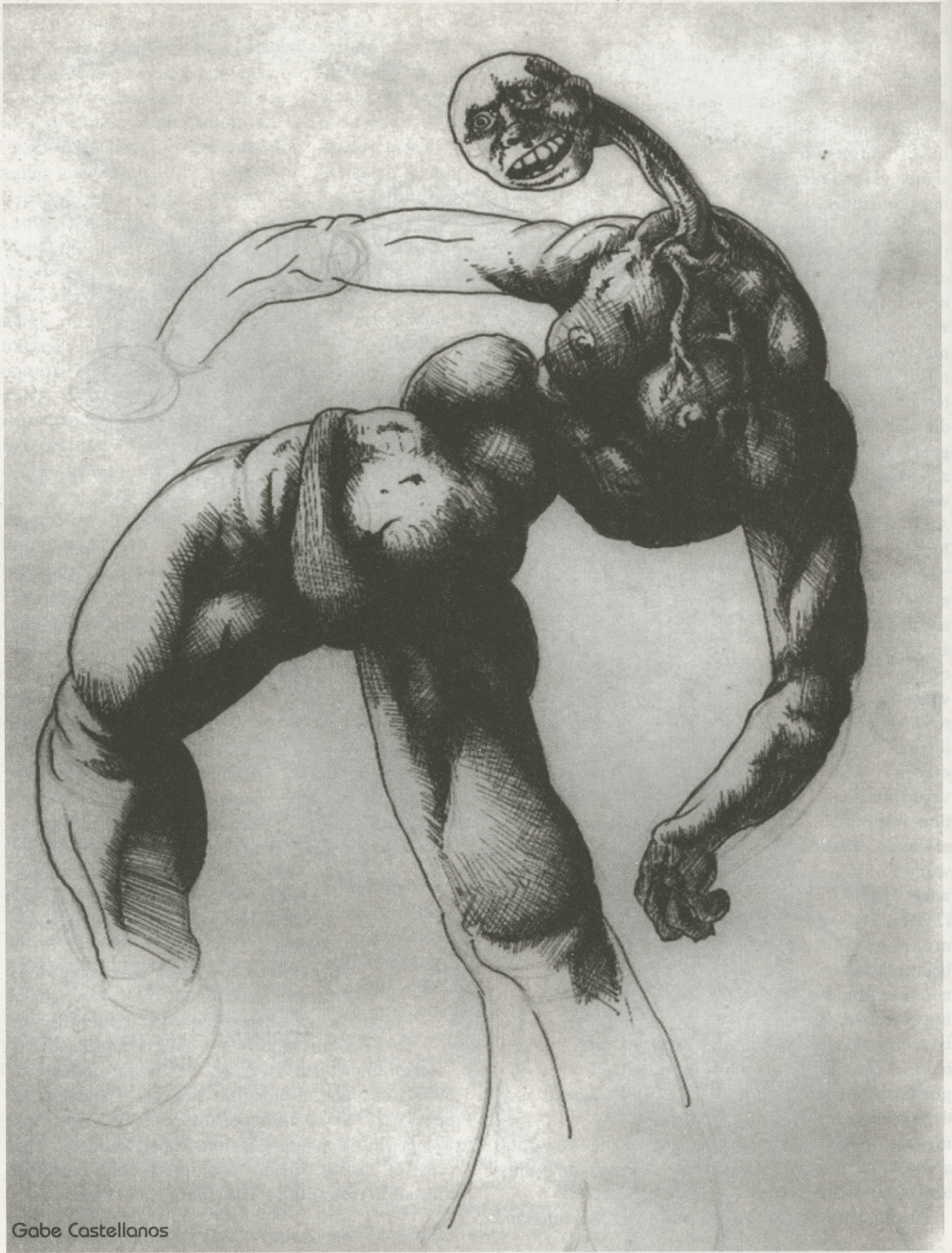
Because of its position outside of the entertain-



ment industry, the news functions as a brilliant PR tool. To quote the leaders in the industry of PR, Public Relations is dedicated to the art of "controlling the public mind." The implications of the news as a corporate tool are monumental. By allowing vacuous corporate propaganda to maintain its vice-like grip, the bewildered herd is promoting a society in which they will never escape their role as spectators. They are, in effect, laying their freedom at the feet of Corporate America.

All of this has to change, and change soon, or there will be no turning back. The right to organize, which has been so vehemently denied by the dominant ideology, must be reinstated and taken immediate advantage of. Not everybody is blindly chanting meaningless slogans. The defeat of Proposition 226 is an indication that not everybody wants to accept a moral monologue from Rupert Murdoch. The process of change depends upon the people, everyone just needs to realize that. The choice is out there.

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Gabe Castellanos

finaleviathan

Carla Baker

“For by art is created that great LEVIATHAN called a COMMONWEALTH, or STATE, in Latin CIVITAS, which is but an artificial man; though of greater stature and strength than the natural, for whose protection and defence it was intended; and in which the *sovereignty* is an artificial *soul*, as giving life and motion to the whole body; the *magistrates*, and other *officers* of judicature and execution, artificial *joints*; *reward* and *punishment*, by which fastened to the seat of the sovereignty every joint and member is moved to perform his duty, are the *nerves*, that do the same in the body natural; the *wealth* and *riches* of all the particular members, are the *strength*; *salus populi*, the *peoples safety*, its *business*; *counsellors*, by whom all things needful for it to know are suggested unto it, are the *memory*; *equity* and *laws*, an artificial *reason* and *will*; *concord*, *health*; *sedition*, *sickness*; and *civil war*, *death*. Lastly, the *pacts* and *covenants*, by which the parts of this body politic were at first made, set together, and united, resemble that *fiat*, or *let us make man*, pronounced by God in the creation.”

...Thomas Hobbes

Hobbes' *Leviathan* ranks as one of the great books in philosophy because it attempted a systematic answer to the problems posed by the far-reaching changes of the sixteenth and seventeenth centuries and by the rise of mathematical sciences. The marriage of his worry with his excitement may have produced a monster—Leviathan—which shocked his contemporaries and successors. His staunch advocacy of absolutism is reflected in the extreme power allotted the head of the government, which gains absolute power through a social contract formed by people within a community. In fact, Hobbes believes that a civilized community cannot be formed (much less succeed) without a collectively appointed leader who exercises complete power over all citizens. According to Hobbes, without an absolute leader, people live in a state of nature characterized by “constant war” because no one is present to provide regulation. Once all power is conferred upon an absolute sovereign, a civil nation state is possible. By the end of the twentieth century, however, Hobbes would be forced to face a much broader issue than the nation state. He would have looked round the world and seen nations in what approximated to a “state of nature” in relation to each other. He would probably have held that international treaties were of little use in maintaining peace unless they were backed by overwhelming centralized force, for they would always be broken by any power in whose interest it was to break them and who thought it could do so with impunity. The only logical solution would be to invest one nation with overwhelming forces (i.e. nuclear weapons), and let this nation keep the peace as it saw fit. Essentially, the world would be under the absolute sovereignty of a veritable Leviathan, the ugly seven-headed water behemoth of the Old Testament. I cannot help but sense a hint of truth in this logical extension of Hobbes' sixteenth and seventeenth century argument. Considering the monstrosity America has become, with its gargantuan communications industry, its abundant nuclear resources, and a government responsible for establishing sympathetic regimes through covert operations in third world countries, Hobbes would not be too far off the mark in extending his theory to a global level. The fictional Orwellian “Big Brother” of the forties has become the Hobbesian “Leviathan” of the impending millenium, yet such a status poses an equally omnipresent problem: what will bring about the collapse of the behemoth? (In the Bible, it took God Himself to slay the Leviathan in a demonstration of His awesome power). As we face the dawn of the twenty-first century, America is truly in the spotlight. America can either remain the horrible monster and face certain demise, or we can make a difference. Perhaps as a “civil society” it is our duty to consider the ramifications of such a position and unite to make a positive impact on the world.



A Challenge From the Politics Desk

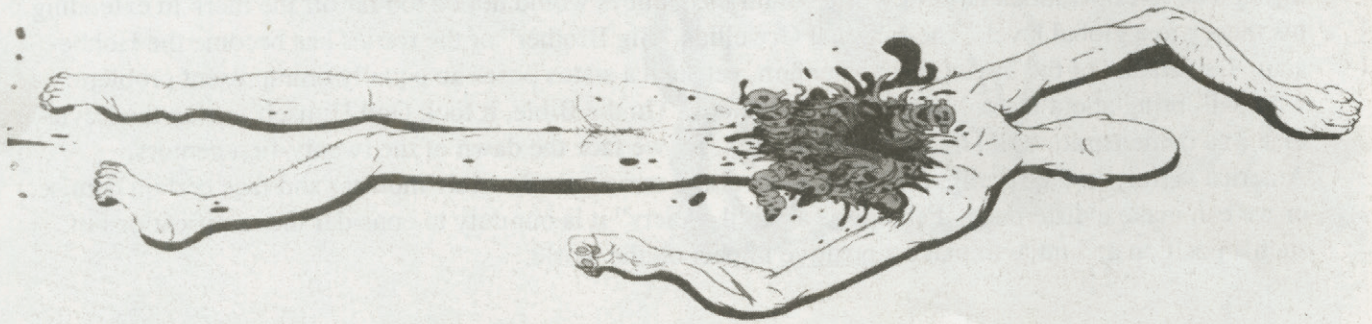
The sex, drugs, and rock and roll revolution is over. The real indulgence has begun. It seems that every event or artifact that might serve to define our generation in any meaningful way is always accompanied by a corporate logo.

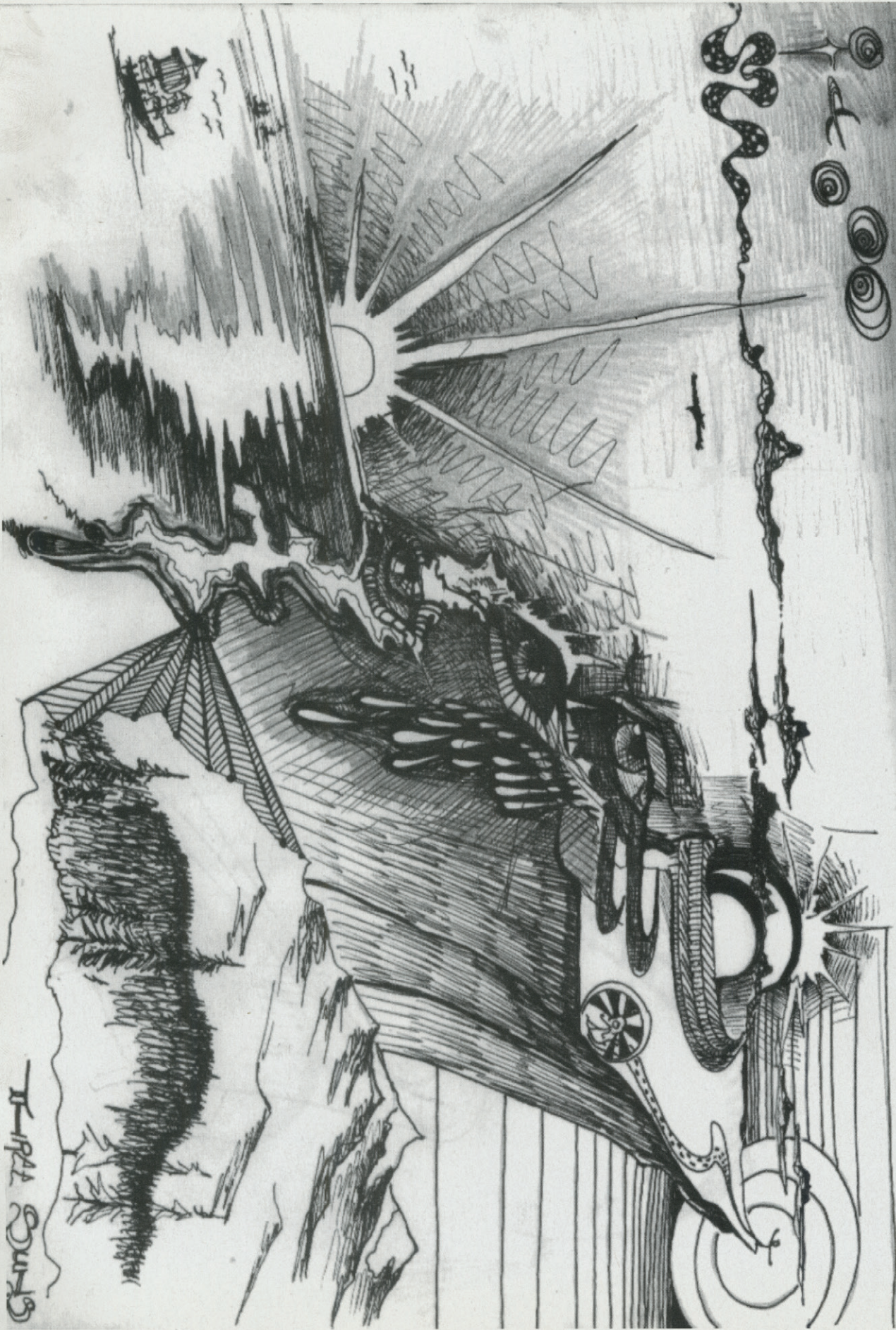
So here is a challenge for the most corporate tailored generation in history, a generation out searching for an ideology between apathy and revolution.

What can our history become?

Send Leviathan your new visions of old America grown tired of itself and restless. Roll out your empty dreams and manifestoes upon the same beaten earth. Its time to loosen the breath of dissent at UCSC.

Is the current system of global capitalism destroying the Earth, and if so what can be done about it? What is possible? What is imaginable? What is unfathomable? Why does it matter?
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