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Professor Noam Chomsky
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Dear Professor Chomsky,

This letter is a simple introduction to a part of our work that intensifies in direct response to the gravity of our collective situation as humans on the verge of self-destruction. First, however, I wish to express personal thanks and gratitude to you, for your life and work, for you being who you are and what you have done for people – all of us. I have wanted to do so for a long time.

I apologize in advance for the length of this unsolicited letter. I have done my best to minimize word count, but so some extent it is unavoidable to use many words when many complex ideas must be presented together.

This letter is also an invitation to have direct dialog at some time in the near future, with regard to what we as a group are doing to answer, in the positive, that *Most Important Question of Our Times*. This question – *Will Organized Human Life Survive?* - is at the center of what we are devoting our lives and resources now to answering, and it is the prime motivation for my letter. This question was brought to the world's attention most clearly through you and your work – more than perhaps by anyone else in modern history, in my opinion - and it clearly continues to dominate your thinking up through the present.

That “we” with which I speak is not a mere figure of speech. Gradually several persons from many backgrounds, around the world, have banded together, intellectually and, I will say, spiritually, with a common cause, the commitment to work toward answering that Question in the positive, while there is yet time. We share some things from our pasts that are perhaps not so common in academia or among circles of deeply intellectual thinkers on these subjects. Many of us – myself included - had formerly worked within the circles and camps of those forces that have been precisely putting our world into such present grave danger as it has never been before. I will introduce you to a few personal facts later within this letter.

We have not interacted much directly, and that is unfortunate from my perspective. When I was about to go to university and chose Colgate over MIT for a variety of mainly philosophical and abstract reasons, I did not realize that I might have done better in certain respects to have accepted the MIT invitation because of not only Prof. Wiener whom I had studied by then, but also yourself, and very much so. However, it took some decades of personal growth and further study to realize the importance of you and your work, which for me, today, stands not only nor even mainly, within linguistics and the formal study of how humans communicate, but in what you have taught, shown, and truly done in “*educare (educere)*” to lead people out of darkness and away from the dancing shadows on the walls of our common caves.

I really want to thank you, Professor, for simply being, doing, and never giving up on your Mission.

And now to some disclosure of what we are doing and why I write to you with a sense of urgency and questioning. This is precisely about that now-very-questionable **Survival of Organized Human Life**.

We even dare to refer to our work, as a project, by the acronym, SOUL, and speaking for myself, I can say that I have now come to dedicate heart, body, mind and Soul to this matter.

In your writings and particularly in your lectures and talks, you have increasingly emphasized this to be the Most Important Question that should be in the forefront of every human's mind and all social dialog, namely, *"Will Organized Human Life Survive, especially in the next few years?"*

I believe this can be answered in the positive, but only through a monumental effort of intelligence, focus, determination and Faith. My letter to you is because I believe it is possible for Humanity and for Life to win and to continue. Otherwise I would not be writing, thinking, or perhaps even breathing any more. I, and those with me, do not have all the answers. I hope you will share some thoughts, if and when motivated. Perhaps you will even think to introduce me to someone else, and so on the walk and the work continues.

By vocation, spirit and profession I am a theoretician, mainly in physics, also in such domains that get the label of "complexity", "emergent systems", "control and cybernetics", and so-called "artificial intelligence". As a natural and self-driven "polymath", I have studied and worked in several highly interdisciplinary areas of the sciences and what is now labeled as "STEM" or "S.T.E.A.M." This life-walk has taken me through several adventurous paths and courses. Unlike you but in some ways like the late Andrei Sakharov, Edward Teller, Vitaly Ginsburg and many others whom I have had the fortune to know in some way, I know what it is like to work personally, directly, in the Workshops and Machinery of Mordor on weapons of mass destruction and total annihilation.

In my case, that was quite a few years ago, but never to be forgotten. Not all so long ago, was also a period of working directly within that "machine" with more refined technologies, not weaponry but such things as intelligent networks and sensor systems for environmental monitoring and safety, including explicitly counterterrorism to abate other weapons of mass destruction along with those of planet-wide destructive capability.

I tried very hard and long to change the Machine from within, and I left academia in order to make my efforts. The young boy who tried so hard in his backyard to keep his captive butterflies and other insect specimens alive, the perennial optimist believing that through better use of knowledge we can create a world with balance, peace, and with solar panels and wind farms in the desert rather than fleets of F-15s and F-18s and more – he was still, in his adulthood, trying hard to use science and some little acquired wisdom to help make change and turn the direction of things in our society from Self-Destruct to what I call "coadunatio" – a gathering, harvesting our sheaves and ourselves together, in order to make something better by the joining and folding together of what and who we are.

Needless to say, the hand on the Doomsday Clock has only moved closer and closer to Midnight during your life and mine, and in spite of all efforts of polymathic Don Quixote "wanna-bes such as myself who even thought we could work miracles from deep inside The Machine.

Today, Professor, that hand on the Doomsday Clock is at no farther than 31 seconds in my strong opinion. (That reasoning, I can explain later, in another time, if you will have interest.)

But enough, for the moment, of writing about past histories, intentions, experiences, and philosophical concepts. I wish to get to the real centerpoint of my letter, which is all about how I sincerely believe we can move that minute-hand back by minutes and even hours. Yes. There is a way and I want to share it with you, because it is only in its inception-stage, and I am looking to you – and many others – for help. For wisdom. And you certainly abide in that.

I will do my best to be brief in this letter, a task that is a challenge for me.

Today I see, much as you have many times described so clearly, the dangerous precipice, the thin overhangs of rock or perhaps only packed snow and ice, on which we all, as the human species (and with us many tens of thousands of other species living on this planet), walk and run and even jump and play, seemingly – seemingly and unbelievably so – imagining that everything is quite alright, stable earth, water and sky, and above all other matters, a Dow Jones and S&P that rises and rises, more profits and gains every quarter, and plenty of everything to be imagined, available to buy, to consume, to possess.

I now see - within that delusion, that ignorance, that fixation upon self, gain, profit, and competition with every brother and sister on the planet – the genuinely fertile seeds for the Change Necessary for our SOUL.

Let me once again burden you with some additional “background” but not in too many words, I hope!

For years I and a few others worked steadfastly to create an economic basis for sustainable generation of resources, including capital, for the massive work in communication and education that is required to overcome what the Few (the “cartel”, the “plutotarians”, the “corporate-state capitalists”) have been doing through avarice, greed and ignorance. Our collective aim has been to combine the gains of scientific research and technical development with pragmatic commercialization, and thereby to have our own working base of wealth, influence, and power. We have pursued this in the form of companies and products, in order that we may be able to exercise powers that work in favor of human dignity, reason, and peace, and that will aid in bringing us as a planet away from the Precipice upon which we all now stand.

Noble, altruistic, as yet unspoiled and uncontaminated, but also, as yet, not achieved in the manner we may have first thought would have been sufficient. And now, recently, and with due credits to you in fact, and to some other inspirational sources, we have realized some of our mistakes and also, it appears, some proper paths on which to walk now.

I cannot state that we have achieved “success” by the standards of Wall Street, Silicon Valley or other pundits and judges. I have not created a powerhouse like Amazon or Alibaba that can be used to generate a Campaign for Sanity. However, we have also learned that there may be alternatives that are simpler and more, “in flowing and keeping with the Tao” in the sense of Lao Tze, Chuang Tzu, Thomas Merton and many others. Indeed, the very notion of the type of “Campaign for Sanity” such as I might have engendered in the past, seems today to be precisely yet another example of what would not have succeeded and that could have actually fed straight into the service of those who presently threaten our Survival, our SOUL.

Professor, I have come to believe that there are very great and profoundly simple powers in the hands of precisely that mass of humanity which makes up what you have termed, once, the “precariat” - the proletariat living in a constantly precarious position. These powers are manifest in economic form, and their utility is not only accessible, not only without barriers of any form – including any that can be imposed by “the Few” legally, or financially, with any pressure tactics – but they are more easily activated and managed today than ever before.

The emergence of the internet as a tool for control and subjugation has, in the very process of feeding the totalitarian appetites of the Few, the “cartel”, that “less than 1%”, also opened opportunities for people in extremely large numbers to perform actions to overcome precisely what is being done to them, to us, by those Few. Twenty-five years ago, even ten years ago, Professor, things were not yet in place to where The Power that Is in the Hands of We the People could be catalyzed, activated, channeled, and like a laser, concentrated into a focused beam capable of achieving True Rational Decisive Action to sustain our SOUL, that Survival of Us.

In brief, people today, more than ever before, can exercise a consolidated and massive power in economic manners that will, given today’s precise climate and structure of corporate finance, given the corporate and financial worlds’ dependence and veritable addiction to the mechanisms of revenue and earnings projections (even more than actuals), place appropriate “target” corporations in positions of vulnerability where they must acknowledge and in some manner accept the terms of those who wield the massive power

To Buy or Not to Buy

To Consume or Not to Consume

To Order, to Purchase, to go into Debt, or Not

I will not even attempt to present here, in one unsolicited letter of introduction, the full basis of this argument, nor the history of our research and experimental investigations, but only this brief restatement, which I hope will interest you for further dialog, criticism, and constructive help for what is surely a common goal – “SOUL”.

We know, empirically:

A massive population can be reached within a very short period of time and with little expense of energy and almost no capital outlay. The “Right Mantra” – the right combination of words, uttered in the right ways, by the right persons – can achieve this.

We know, empirically:

Such a population can be activated to react and to act in sustained and energetic form if the “Right Mantra” is spoken – the right words, uttered in the right way, by the right persons.

We see clear evidence for these two assertions from the phenomena of Twitter, Facebook, and “flash-mob” movements around the world and particularly in USA. I do not need to recount the many instances, of which @MeToo is only one but perhaps one of the most powerful and sustained in human history thus far.

We know three other things that can be accepted as reasonable fact:

- Everyone needs water, food, shelter, and energy for life, in varying forms and degrees
- Everyone can to varying personal and family degrees say “No” and “Do Without” certain essentials, for a certain amount of time
- With few exceptions, there are multiple alternatives available to most people, everywhere, all the time, for most of such essentials

We also know that there are undefined but large segments of the population that are:

- responsive to the Question of SOUL and regards certain individuals and corporate entities as being principally responsible for the Precipice Situation of Today, and/or
- capable of being activists in physical and digital (online) ways, particularly if they perceive no cost or risk to themselves and those close to them, in terms of finances, legalities, time, energy, and/or
- capable of Making Personal Choices that include the simple act of “No” and the simple act of “Change” with respect to the simple tasks of buying and consuming any goods and services.

We now believe:

That through the powers of open and rapid communication and activation that are enabled by the internet and its social networking mechanisms – some of which are within the “space” of our business activities and capabilities – *there are ways to apply the Power to say NO at the level of ordinary you-and-me citizens, consumers, in manners that can have rapid, striking, even dramatic effects upon Earnings Predictions of different “target” corporations and stakeholders (investors).* This can be done in ways that are perfectly legal, in fact, and absolutely without any type of infringements or violations. It all comes down to activating Very Large Number of People to Say NO to certain purchases that are connected with:

- Certain specific corporations
- Certain specific individuals (as stakeholders and investors)
- And to do so for certain periods of time – for “long enough” to have the kind of impact on not only revenues but particularly upon valuations in the markets

It comes down to this:

“How long, Blackrock (for example), can you hold your breath? How long, Vanguard (for example), will you maintain your holdings in Raytheon (for example), and see the valuation of your holdings in Kroger, or Giant, or Pepsico, or [fill in the blanks] go down and stay down for an indeterminate period of time and value? How long before you agree that We Need to Sit Down and Discuss how to move our World back from the Brink of Destruction?”

Major corporations dismiss their leaders and popular champions in moments of fear of public repercussions on Twitter and other social media. Nike is a perfect example. The list of companies who banish a “risk” executive or star under fear of consumer repercussion spans the range of all consumer-related and media-sensitive companies. As yet, no one is taking a systematic, scientific, algorithmic approach to the matter of how to effect Significant Effects upon Revenue Expectations and Projections of Corporations (and their Principle Stakeholders) through the Power of Saying NO at the check-out, at the cashier, at the Amazon PayNow page.

We are trying now to do precisely that, to take such an approach.

The Power in the Hands of the People that can Create precisely the (r)Evolution that we absolutely need today, in order to avert the Doomsday of Nuclear War and/or Climate Change and Extremes (and most likely both and more), is the Power for A Million, then ten million, then 100 Million to Say NO and to not Buy – Today, tomorrow, or for days and weeks – from one or more specific companies, until they say that they will sit down and talk and negotiate. The result may even be new management leadership at even a Raytheon or Lockheed Martin. Miracles do occur, and I do believe that Divine Providence does want us to have SOUL.

Professor, you are no doubt familiar with Jørgen Randers and his book from now 7 years ago, “2052: A Global Forecast for the Next Forty Years”. In that masterwork, Prof. Randers frequently points out that in his opinion, we are not doomed outright, certainly not to extinction or to the demise of organized human life of the sort that we can call “civilization”, by what is happening in Nature, in and on the Planet, and particularly with our climate. But he emphasizes that if we fail to do several actions, if we fail to make certain changes, then we definitely will have extreme social, economic, military, and cultural negatives, which can propel us to the Loss of SOUL of which you speak and I write here. Today, as a human first and a scientist next, I believe that we have passed several points of no return but I am certain that we still can Adapt and Survive if we Act Now.

As a former worker in the field of calculating first strike consequences and other madnesses, I believe we have never, ever, been so close to global nuclear war and annihilation of civilization and even the human species (along with hundreds of thousands of others), as we are Today. But I also believe, firmly, that we have it in our Power as a Collective Unitary Body of Humanity to Act, by saying No to those who preach and breed Death, and

affirming Yes to those who will have the courage to stand up for Life.

It is, in the end, all about We the People. Somehow “We” need to realize how unified we can be and how powerful can be that unity.

It is my hope that at some time, according to your interest and convenience, we may finally meet and have perhaps a morning or afternoon of dialog, relating, of course, to our SOUL and how to save her. I will willingly travel to wherever you are, to meet at your convenience.

I look forward to your reply whenever you are so motivated and inclined to do so.

Sincerely,

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