

Communications, Intelligence, Relevance and Speed

Lois Clark McCoy for NIUSR

There is really nothing new in this Information age about the need to communicate. Folks have been doing it since painting on the walls of caves for a couple of hundred thousand years.

Here are words to remember: People and animals and fish and birds-- Can communicate IF THEY WISH TO DO SO.

The difficulty that we are facing today is People do NOT wish to communicate. But Why? Why, when it is now so easy? That is the reason they do not wish to communicate. Because it is, technically, so easy. Subliminally, that frightens us. We still carry the burden of our 20th century precept that "Information is Power". We do not want to lose control of whatever 'power' we possess.

Now, in this 21st century, that precept is no longer true. Now "The Sharing of Information Intelligence is Power". But change is difficult. This present generation of those in Power fears their loss of 'power' if others share the knowledge that they have fought so hard to acquire.

They have not bought into the concept that power in today's global arena is the ability to Share Knowledge.

Do you doubt my words? Look for a moment at where the movers and shakers of the world are today. Are they the Railroad Barons? Are they the Steel Manufacturers? Are they even the Airplane Giants? No, they are the Publishers of Newspapers, Owners of Radio, Television and Cable Empires, the Movie and Music distributors. The IT Network owners of all types; long lines, cable, satellite, and now wireless. They are those who have built their access to the widest 'audiences' of We, The People.

With only basic skills, any one of us can find the answers to nearly anything we want to know. If we do not have the wherewithal to own a computer, there is the library, or a computer café, or a Kinko's. Those persons who have refined this ability are leading their organizations and agencies. If you have not realized this capability, or do not have access to one possessing these skills, the world moves further away from you on an hourly basis.

This being true, the present leaders in many sectors of our industries and our governments are being left behind. They have built themselves a prison, while thinking it a 'safe room', zealously guarding their knowledge, thought to be secret. Unless it is solely in your head today, there are no more secrets. Only information intelligence that is accessible, with ability, to anyone.

The National Institute for Urban Search and Rescue has been endeavoring to bring to the nation an emergency network to distribute lifesaving information in times of peril since 1981. Will you join us and take a hand in seeing such a network become a reality for We, the People of this nation.