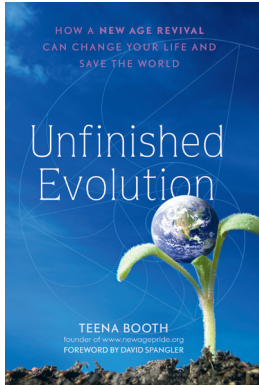


# Unfinished Evolution Story Angles



**T**o make your job easier, consider some of the following story angles for writing about this book:

**One-quarter of Americans lack a spiritual identity** – According to a recent *Newsweek* poll, 24% of Americans define themselves as “spiritual but not religious.” Meanwhile, sociologist Paul Ray (*Cultural Creatives*) puts the number of label-averse spiritual progressives at 30 percent of the population. While this idealistic segment of the population is very large, the lack of a spiritual identity leaves them isolated from each other, and without a voice in the culture and our society. Since the decline of the New Age label in the early 1990s, this group has been undergoing a spiritual identity crisis that is can only be addressed by joining together under a common identity.

**Goodbye, Crystals** -- The esoteric, crystal-crazed New Age movement of the 1980s has given way to a new “pragmatism” and interest in science-based approaches to spirituality, or so says *Publisher’s Weekly*. (September 22, 2008). Today’s New Agers are not only more discerning and more practical, they are much more interested in being of service to others and helping to heal the planet. This is a movement much better equipped to bring real transformation to our lives, both personally and collectively.

**Do-It-Yourself Spirituality** – Decade after decade, the number of Americans “unaffiliated” with traditional religions decline, with many saying their spiritual needs are not met by mainstream churches (2007 *Pew Research Survey*). At the same time, “alternative” forms of spirituality have continued to grow. But many of us are left feeling lonely without the fellowship of other like-minded believers. A revitalized New Age movement would help build a sense of community among isolated spiritual seekers.

**The Evolutionary Perspective** -- Developmental psychologists say that all human grow through predictable stages of spiritual development. The New Age movement was once the primary vehicle for growth up through the “higher” stages, but when the New Age as a cohesive movement went into decline, our ability to grow spiritually was severely hampered. Some theorists say that our spiritual evolution has stalled, and it could be the best way to restart growth up to new stages of development is to rebuild the New Age movement as a bridge to higher and more productive stages.

**The movement of many names** -- Most spiritual progressives avoid the term “New Age” because of its cultural baggage leftover from the 1980s, even though the name still “sticks,” and is still used by many to describe the movement and its market. Each year, new books appear that try to give this movement and the dynamic of societal transformation yet another name. It’s been called The Great Turning, the Holistic Movement, the Higher Consciousness Movement, the Global Renaissance, the Aquarian Conspiracy, the New Enlightenment, the Translucent Revolution, the Great Integral Awakening, and Social Artistry, among many others. How can a movement that keeps changing its name become effective in society? The answer is, it can’t. Instead of running from the term “New Age,” we should proudly embrace it and redefine it for a new generation.

**National anxiety over the future** -- According to Gallup polls conducted this year, 60 percent of Americans are “highly worried” about global warming, 60 percent also say our current economic woes represent the “worst crisis” of their lifetimes, and 81 percent believe it unlikely that life will be better for the next generation, a jump of six points from just a year ago. Just as the New Age movement of the 1970s meant to “save the world” from nuclear disaster, a revival of the movement today might be the only way to save the world from climate change and other looming disasters.

**2012** – The sudden interest in 2012 as the end of civilization is often described as a “New Age” idea, yet predictions of end-time catastrophes and armageddons are common throughout Western history. While 2012 has been promoted heavily to the New Age market, it is not an intrinsic idea of the New Age, a philosophy which emphasizes now as the only important moment, and today as the only important date.

**Obama, the non-savior**—After eight years of conservative rule, Americans elected a progressive to lead the nation, and many expected him to be able to turn national policy to the left. However, six months into his first term, our president is struggling against even members of his own party to deliver on the promises of his historic campaign. Obama cannot change public policy all on his own, he needs a coherent movement, like that of the New Age, to lay the groundwork for a “new paradigm” in society.

**The Ticking Clock of Global Warming** — Now that we are faced with what Al Gore calls the largest “moral crisis” in our history, it is no longer “spiritually correct” to focus only on self-development. The urgency of global warming requires that spiritual progressives join together under a common identity and build the social capital necessary to steer our collective ship away from the melting icebergs.

**Generation Y Seeks a Spiritual Home** —The Millennial Generation, idealistic by nature, has seen its world turned upside down by the deep economic recession and is struggling to find its place in this new reality. The New Age movement offers a time-tested and coherent philosophy, as well as a spiritual community, that is perfectly suited to them. And as they are too young to recall some of the more colorful myths spun about

the movement back in the 1980s, the New Age message will be a fresh message that resonates deeply with the beliefs they are likely to already hold.

**Is it Too Late for Baby Boomers to Save the World?** -- The Baby Boom Generation largely created the New Age movement of the 1970s with its mission to usher in a new age of harmony. But the boomers “save the world” idealism dissolved into narcissism and personal quests for the good life in all its many guises. Now that their children are grown and they collectively have more time and more wealth than any other segment of society, boomers now have the power to make good on their youthful promise to save the world from war and environmental disaster. But will they be able to shake off their “I do my thing/ you do your thing” individualism long enough to become part of a coherent movement for change?

**The connection between Tarot cards and quantum physics** – The New Age movement includes many seemingly unrelated areas of interest, from occult and paranormal subjects, to paganism, to sustainable living, to Kabbalah, to new physics, to Buddhism, to yoga, to green politics, to alternative medicine, and many more. But underneath all these disparate subjects there is a common thread that connects them. All these disciplines draw from the same basic philosophy, the same picture of reality, which says that “spirit” is the essence of matter. *Unfinished Evolution* contends that it is time to recognize the common ground upon which all these subjects stands, and time for their adherents to join together under a common identity in order to achieve our common goals for a more enlightened world.

**The New Age is Back!**—Teena Booth first got involved with the New Age as a teenager in the 1980s, back when the movement was between three and five million strong, according to *Encyclopedia Britannica*. When the movement fell out of fashion in part because of attacks on the intelligence of its adherents, Booth watched many spiritual seekers become lost without a greater context for their search. “*Unfinished Evolution*” will appeal to the former New Age crowd by setting their beliefs on solid intellectual ground, and serving as a catalyst for a community of likeminded people to reconnect with each other and to proudly proclaim, “I’m New Age and I’m here to save the world!”

To interview the author of *Unfinished Evolution* for your story, please contact Teena Booth at [teenabooth@newagepride.org](mailto:teenabooth@newagepride.org).

