

GATE Encourages Conscious Transformation of Entertainment, Media and the Arts

By Michael Jeffreys

“For the first time, we humans hold in our hands – and in our minds — the most immediate power to either destroy life on Earth as we’ve known it ... or transform our relationship with ourselves, each other and the planet so that life for us all can not only continue, but revivify, blossom, and thrive.”

— John Raatz

For 2½ hours on a rainy Sunday afternoon at the Urth Café in Santa Monica, CA, I sat across from John Raatz, the Founder, Board Chairman, and CEO of GATE. I was there to interview him about GATE 2, which will be held February 4, 2012 at the Saban Theatre in Los Angeles.

After we settled into our little metal table and chairs, he with a bowl of oatmeal and me with a fancy vanilla latte with the foam artfully poured to resemble a kitty cat’s face, I asked John what exactly is GATE?

“Global Alliance for Transformational Entertainment” he began, “is an evolving community of creative, business and technical professionals in entertainment, media, and the arts, who realize the vital and expanding role media and entertainment play in creating our lives, and who aspire to consciously transform those domains for the benefit of all.”

What John was saying, as I heard it, is that when we aim higher, and we do so from a place of consciousness, *everyone* benefits. And when you consider the impact the entertainment and media industry has on all of our lives on a daily basis, I can’t think of a better place to start to aim higher.

This is especially true when you consider the global infrastructure for reaching people is already in place via movie theaters, cable and broadcast TV, radio, and the internet. So, we have the ability to reach billions

of people around the globe, the question is can we provide them with content that inspires people to grow, thrive, be successful

seat venue they would be doing well; especially if the naysayers were to be believed.

However, no one had antici-



GATE Founder John Raatz, author Eckhart Tolle and actor/activist Jim Carrey

and, dare I say it, nurtures their soul.

When I asked John, who is also the Founder and CEO of The Visioneering Group, a pioneering transformational marketing firm in Los Angeles, how he came up with the idea for GATE, he said looking back, the seed was planted in the late-1960s when, as a teenager, he was captivated by the Beatles. At the time they were learning meditation while riding the crest of global fame. In his bedroom, he played his guitar for hours on end everyday, immersed in the Beatles’ reality.

Suddenly, while playing, the John he had always thought he was vanished, and all that was left was a feeling of bliss and oneness. “Oh, this is what I want to do,” he remembers saying to himself. “I want to bring this music and consciousness more into the world.”

Still, life moves at its own pace and it wasn’t until more than 40 years later that initial seed blossomed into something tangible: the first GATE event took place in June of 2009. To say it was a success would be an understatement. Since it was their very first event, the consensus was that if they filled the 500

pated how many people were quietly going through their own inner-spiritual transformation and were waiting for an organization like GATE to come along.

This was reflected by the fact that not only did the 500 seats go quickly, but as word of mouth spread of this inaugural event almost 1,600 more people requested to attend, but had to be turned away as there simply were no more seats.

For those who were fortunate enough to be able to attend, the evening by all accounts exceeded expectations. GATE founder John Raatz welcomed everyone and spoke passionately about the goal of raising consciousness through media.

Keynote speaker for the four-hour-plus session was world-renowned author and spiritual teacher Eckhart Tolle, who was given a heartfelt introduction by actor Jim Carrey (both of whom are Honorary Co-founders of GATE).

Eckhart spoke about how the entertainment community can reach out to the public and how humanity is captive to the mind and obsessive thinking patterns. He also shared how there are films that have transformative moments in them that can help

people break free of their mental conditioning. These movies include: *The Horse Whisperer*, *Groundhog Day*, *Titanic* and *American Beauty*.

Prior to Eckhart, several industry leaders gave powerful and inspiring presentations. Scott Carlin, then President of domestic TV Distribution for HBO said that, “Audiences are yearning to be nourished deeply.” Will Arntz, creator of *What the BLEEP Do We Know?!*, by all accounts one of the most groundbreaking transformational films of recent years, said, “Tonight is about putting a name on a movement that is already happening.”

Melissa Etheridge and Donovan provided the evening’s musical entertainment to the delight of the audience, which included Garry Shandling, Billy Zane, Jackson Browne, Virginia Madsen, Alanis Morissette, Roseanne Barr, and many others.

The presenters and audience members enthusiastically endorsed and applauded the birth of the GATE movement, recognizing the role that entertainment and media plays in creating our reality, and supporting the transformation of these industries in order to make the resulting content more positive and life enhancing.

“The only actions that don’t cause opposing reactions are those aimed at the good of all. Inclusive, not exclusive. They join; they don’t separate. They are not for “my” country but for all of humanity, not for “my” religion but the emergence of consciousness in all human beings, not for “my” species but for all sentient beings and all of nature.”

— Eckhart Tolle

While the program was outstanding, the real magic happened before and after the event as people came together, exchanged ideas, and connected.

When I asked John what segment of the population was most likely to get involved in GATE's vision, he replied, "Cultural Creatives." According to Wikipedia, there are over 50 million (during our interview, John said the current figure is closer to 65 million) Cultural Creatives in the United States and 80-90 million in Europe. And, of course, many millions more in other parts of the world.

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What makes a Cultural Creative? There are actually 18 characteristics. For instance, if you care about nature, other people, the planet, value relationships, are optimistic by nature, are concerned for the well-being of women and children, and are interested in spiritual and psychological development, then YOU, even if you didn't know it, may be a Cultural Creative!

GLOBAL REACH

"Our Family is the World"

— Chris Hebard,

GATE Leadership Circle Member

"We are the *Global Alliance for Transformational Entertainment.*" says John. "The personal and social transformation underway is occurring worldwide. Word about GATE has reached every corner of the earth, and we have received interested inquiries about GATE from professionals in over 70 countries. There is a widespread intention to launch GATE chapters, not only in major U.S. cities, but worldwide.

GATE EVENTS

Saturday, February 4, 2012

GATE 2 and

**GATE Transformational
Story Conference**

Saban Theatre
8440 Wilshire Blvd.
Beverly Hills, CA

9:00am to 5:00pm

**GATE Transformational
Story Conference**

*The Power of Story to Create
Personal, Social and Global
Transformation*

The GATE Transformational Story Conference is a working session focused on transformational storytelling and the transformational arc, for producers, directors, authors, screenwriters, — anyone interested in the transformational genre. Featured presenters include writer/teacher/story consultant James Bonnet; writer Catherine Ann Jones; author/social visionary Duane Elgin; script consultant Dara Marks; film editor Kurt Engfehr; filmmakers Louie Schwartzberg and Norman Seeff; and others.

6:30pm to 11:00pm

GATE 2

*Only a New Seed Will Yield
a New Crop*

GATE 2 is a gala celebration of transformational entertainment and media, with presenters, performers and special surprises to entertain, inspire and inform. Featured are Eckhart Tolle, Jean Houston, Jim Carrey, Don Miguel Ruiz, Marianne Williamson, Edward James Olmos, Fred Alan Wolf, Barbara Marx Hubbard and many others.

To learn more about GATE's vision/mission, programs and initiatives, event tickets, and how you can become involved, visit: www.gatecommunity.org

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- **Body/Mind/Spirit**
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- **Developing Intuition**
- **Eckhart Tolle Study**
- **Enneagram**
- **Kids' Enrichment**
- **Life Coaching**
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- If the messages of Eckhart Tolle, Thich Nhat Hanh, Wayne Dyer, Deepak Chopra, Jean Houston, Barbara Marx Hubbard and other spiritual visionaries resonate with you, you'll feel right at home at Common Ground.
- If you are interested in Unity, Religious Science, Mystical Christianity, Sufism, Buddhism, the Tao, the Kabbalah, Vedanta and other open thought traditions, you will resonate with what we offer.
- Common Ground serves the Southern California community through its inspirational services, personal growth opportunities, spiritual studies and classes, local and global outreach programs, a broad network of small groups, and a variety of counseling and support programs.
- Common Ground is the place where you can make positive changes in your own life and in turn help change the world.

***Everyone welcome!
Please join us!***

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