fallen, suggesting that the government has been overtaken by pollution. While the Washingtonian emphasizes how we harm the planet, Kelley informs viewers of who is responsible. In Kelley's poster, Pogo, his famous cartoon character from the era, is trying to clean his home of trash dumped by humans and says, "We have met the enemy and he is us." This suggests that we cannot clean up individually; we must all work together to fix the problem we all played a part in creating. Along with the ways people pollute and the fact that we are responsible, Rauschenberg uses symbols to show the negative path we are taking regarding the environment. Rauschenberg's poster places a bald eagle in the center and surrounds it with images of garbage and suffering environments, such as the beaches. The bald eagle represents the glorious United States and the images of destruction symbolize the ruin of our nation. All of these posters emphasize that we are collectively at fault for environmental destruction and shows in a direct, matter-of-fact way how serious polluting has become. They promote a sense of urgency, as the images are dark and shocking and help people see just how much harm we are inflicting on our planet.

Today, in order to cater to people's constant search for entertainment, Earth Day leaders have changed the appearance of their posters to attract more viewers. Current posters have a main goal of attracting viewers with their aesthetics in hopes of raising awareness about Earth Day and its message of caring for the planet. Three of the current posters created by Harrison Miracle (Hurst 21), Bob Masse (Hurst 10), and Travis Morgan (Earth Day Posters) are incredibly beautiful and pleasing to the eyes.

These newer posters entertain with dazzling, bright colors and unique designs, but none contain much information about Earth Day nor use symbols that show their message of protecting and saving the environment. Miracle's poster uses a photograph of what appears to be a plant, but it is difficult to tell what it is. The poster says to "take a closer look," but since it is unclear what the person is looking at, it is difficult to understand what Miracle wants us to focus our attention on. While Miracle at least tries to make a statement, Masse implies nothing. Masse, known for his psychedelic artwork, created a poster for Earth Day that contains an attractive woman holding the planet. The colors are very eye catching and it is drawn wonderfully, but it says nothing about the importance of Earth Day and the subject matter seems completely unrelated to the cause. Like Masse, Morgan focused more on the design rather than the message of the poster. Morgan's poster simply shows the earth in the form of a flower with a bright sun overhead. It only says "Earth Day everyday," which is not clear unless a person already knows what the day is about and why it is meaningful. None of these posters state who is at fault for the destruction of the environment or what people can do to fix it. While their designs are stunning and cheerful, they do not promote a sense of urgency. Their posters make it seem like the planet is completely fine and that nothing needs to be done to improve it.

In Earth Day's 1970 beginnings, its posters promoting environmentalism were very inspiring, illustrating Edelman's claim that art is "an essential and fundamental element in the shaping of political ideas and political action" (6). Posters by the Washingtonian, Kelley, Rauschenberg and others led to mass outcries for environmental action. The first year of Nelson's Earth Day, "20 million Americans took to the streets, parks, and auditoriums to demonstrate for a healthy, sustainable environment in massive coast-to-coast rallies," and brought protestors of many different causes together (Earth Day). Not only was it successful in raising awareness of pollution and its harm to the environment, but also it led to the creation of new governmental organizations and laws. The Environmental Protection Agency (EPA), the Clean Air, Clean Water Act, and the Endangered Species Act were all created at least in part because of Earth Day and its followers. It also brought the two biggest political parties, the Republicans and Democrats, together in a time when environmental action was demanded and people believed strongly in protecting nature (Earth Day). Earth Day was one of the most influential and driving forces in environmental protection in the 1970s, and the policies created are still in effect today.

Now, however, little has changed and no recent landmark policies regarding the environment have been enacted. The efforts and success of Earth Day in previous years, mixed with current people's need for instant gratification, have led to many feeling that change will happen on its own and that everything is okay. Many people have focused their attention on the current economic recession, as they feel that it is a more pressing issue. Earth Day has not given up on trying to inspire people to save the planet, even though it is becoming an increasingly difficult task. In order to promote the cause, leaders of Earth Day have changed their posters from being serious and direct to fun and physically appealing. By changing their posters, they have compromised their message of saving nature, as the new posters contain few words and do not emphasize what Earth Day is about. Altering them has defeated the purpose of using posters at all, as their message is no longer clear and meaningful.

Leaders of Keep American Beautiful and Earth Day seem out of touch with today's younger generation. The presidents of KAB and Earth Day, Kathleen Rogers and Matthew McKenna, are over the age of forty, and so are many of their staff members. They were young in the 1960s and 1970s and grew up or participated in a time of activism. During this time period, many activities revolved around protests, from advocating equal rights to disapproving of the Vietnam War. Today, however, things have settled down. Many people are interested only in being entertained and are not as interested in political and environmental causes. Current culture emphasizes instant gratification and people never seem to be satisfied. A majority of people in the present culture do not want to work today to see tomorrow's satisfaction because they are used to having many things in their life handed to them immediately, such as Netflix, which provides entertainment on the spot. Thinking towards the future and long-term sustainability is not something that many in current youth culture value. The older staff members may not be suc-