foggy appearance. The way in which these public service announcements were filmed allowed them to showcase the problem that litter has on the environment and accurately point out the many avenues for pollution. For example, KAB's most influential public service announcement created in 1970, Iron Eyes Cody, identifies not only the damage to nature that results from pollution but also who is responsible for the problem. In the advertisement, a Native American is paddling his canoe down a dirty brown river filled with garbage while factories emitting pollution loom overhead. When he gets out of his canoe, he stands by a highway with a large numbers of cars, where a driver proceeds to throw his fast food out of the window and at Iron Eyes' feet. A lone tear falls down his cheek, and a voice states that "people start pollution, people can stop it" (KAB). The final statement is a reminder to everyone that, while the state of the environment is deplorable, there is still a way that the planet can be saved.

KBA's public service announcements bring attention not only to litter and its effects on the environment but also to the fact that it is caused by everyone. Their television ads from the 1970s showed litter as being a collective action problem and that there was not a single person with clean hands in the matter. Unless everyone helped wipe up the mess, then the damage done to the environment would be irreparable. The severe conditions shown in Iron Eyes Cody and other public service announcements bring up feelings of urgency and fear, as the announcement implies that the deplorable state the environment is in will only get worse if it is not cleaned up now.

In present day United States, however, Keep America Beautiful has fallen into obscurity and their new advertisements offer much less forceful messages. Advertisements used in the 70s, such as Iron Eyes Cody, lost their power and the organization had to change their ads in hopes of appealing to the entertainment seeking youth of today. KAB now uses bright colors, silly animation techniques and humor to draw attention to their cause of reducing litter and its harmful effects on the environment. Their newest ad campaign, KAB Man, was made in 2007 to promote The Great American Cleanup (KAB). The KAB man ads involve a superhero created by the organization to talk to people about recycling. KAB man flies around a city to teach people about recycling. The ads, drawn as if they were created by a child, use bright and eye catching colors. The message of the importance of recycling is only briefly discussed, as more emphasis is placed on the entertainment value of the advertisements.

When the messages are brought to the surface, however, they suggest that recycling and litter control are up to the individual instead of requiring a collective effort. In these broadcasts, Keep America Beautiful suggests that it is only necessary for the individual to clean up and recycle properly, as KAB man says nothing about how we are all to blame for environmental damage. This campaign does not show any of the devastating effects of litter and pollution either, as its sole focus is to educate people about proper recycling techniques in a humorous way. The lack of evidence of environmental pollution contrasts sharply with

KAB's shocking visuals in the Cody Iron Eyes ad that scared viewers into taking necessary action.

The 1970s advertisements, which were not created to entertain but to highlight the effects of litter and pollution in the environment, were very successful in demanding action. Keep America Beautiful's highway beautification project, started in 1965, greatly benefitted from public service announcements like Iron Eyes Cody. In the 1960s and 1970s, litter on and around highways was a big problem. People would throw all of their trash, like fast food packaging, out the windows whenever they had a chance. The problem became so bad that little to no grass could be seen on the sides of the highways in some places, as garbage covered every square inch. With the use of television advertisements in the early 1970s KAB was able to inspire people to take action (KAB). The campaign was very successful and people made a conscious effort to change their littering ways. Today highways are now cleaner than ever, and it is normal to see little to no garbage around them, compared to the piles of trash in previous decades.

Sadly their new advertisements have ultimately failed to focus the attention of newer generations on the importance of environmental cleanup. Keep America Beautiful was forced to change the format of their ads, as the serious, dull colored, and sad public service announcements no longer attract viewers. In their attempts to remain modern, the organization uses bright colors, funny animation and dry humor in their current campaigns, such as KAB Man. The focus on aesthetics and entertainment value prevents them from accomplishing their goal of promoting recycling and litter control. The changes made to the advertisements have fallen short, not only because the message is not clear and emphasized but also because people have become apathetic about the environment. A lot of people do not know how to recycle properly or do not know how important it is, and KAB's current attempts at teaching people are not working. Making somewhat funny ads to promote litter control has the opposite effect on people; these advertisements are seen more as a joke than anything educational. No headway has been made by KAB in current years, however, and their attempts at promoting recycling and litter cleanup in our current society remain unsuccessful.

Earth Day leaders in the 1970s used direct and serious posters to bring awareness to environmental destruction and inspire people to help fix the problem. Gaylord Nelson, the creator of Earth Day, knew that posters promoting the cause had to directly state its message and upset people into taking action. The first three posters, made in the 1970s by The Washingtonian (a magazine based in Washington D.C.), Walt Kelley, and Robert Rauschenburg were very powerful in promoting environmental awareness (Earth Day Posters).

Their posters do not focus on the beauty or color of the environment, but on the message about the importance of saving nature. The Washingtonian poster shows a few of the ways in which people are harming the planet, such as the mass numbers of cars, a plane emitting emissions, and a factory filling the air with harmful chemicals. The capitol building appears in the corner and looks like it has