movement and Vietnam War protests, environmental organizations such as Keep America Beautiful and Earth Day were able to successfully gather followers. Using dark, demanding posters and depressing public service announcements, like other movements of the time period, these two organizations had a major cultural influence. People began to realize that action had to be taken immediately for environmental conditions to improve and change as a result.

Sadly, the generation that felt the strongest about environmental problems has grown older and their interests no longer have the power they once had. Posters and advertisements that influenced them no longer appeal to those born after the "Environmental Era," and now these same environmental groups have had to revise their advertising campaigns in order to appeal to the mindsets of more recent generations. Creating art that will both appeal to today's youth and accurately express environmental causes is a very daunting task, but two organizations, Keep America Beautiful and Earth Day, are attempting this.

Keep America Beautiful, an organization created in 1953 by several corporations and civic leaders in the United States, wanted to tackle the issue of litter. The organization did not receive much attention until Lady Bird Johnson, President Lyndon B. Johnson's wife, promoted their cause in the early 1960s. With her help, the organization was able to gain support to create campaigns, such as the highway beautification project started in 1965. The project successfully reduced the amount of trash that was thrown on the sides of the highways, which improved conditions for the natural world that surrounds most roads (KAB). KAB is a "light green" organization, meaning that its only focus is keeping the earth free of litter, not on wilderness protection or protecting biodiversity. The group has inspired many cleanup projects over the years and was very popular in the 1970s, but since then it has lost notoriety. After Johnson left office and the 1970s came to a close, KAB power and influence waned. Today Keep America Beautiful is not well known and many are unfamiliar with what they strive for: cleaning up litter all across the country.

Earth Day, founded by Gaylord Nelson in 1970, is a reoccurring event on the 22nd of April that is intended to raise awareness about environmental water and air pollution, along with resulting animal suffering. Nelson, a senator at the time, was able to use his political power to draw attention to the problem, and on the first Earth Day millions of people participated in environmental demonstrations across the country (Earth Day). At this time, the Vietnam War was being protested by countless young people who increased the number of participants in the movement, as they were already inspired by another event and had the belief that change (of any sort) was necessary. The organization is considered to be darker green than the KAB, as they are concerned not only with keeping the environment clean but also with keeping biodiversity alive. Earth Day, which has been around for over 40 years, is still celebrated across the country.

In order to understand why these groups have had to evolve their campaigns over the last forty years, it is essential to realize the influence art has on

culture and public opinions. Murray Edelman, author of *From Art to Politics*, explains how art shapes and creates our reality. It is possible to change people's views, as "art teaches us to see the world in new ways, and…provides one kind of aesthetic lens through which conception and vision are constituted or reconstituted" (Edelman 109). Art greatly influences the way people view their lives and how they behave, even if they do not realize it. Posters, advertisement, news broadcasts, and many other creative measures shape the public's views of political and environmental causes; and the ways in which these causes are presented to the public depend on the artistic styles of the time period. As art is the "fountainhead from which political discourse, beliefs about politics, and consequent actions ultimately spring," environmental groups must blend their advertising with other popular forms of art in order to grab the layperson's attention and convince them to believe in their ideas (Edelman 2).

For this paper, media from both Keep America Beautiful and Earth Day from the 1970s and the 2000s were analyzed for changes in artistic styles and the messages being presented. Only media from the 1970s and 2000s were used, as the differences from only these two decades are being compared. Two public service announcements from KAB, one from each decade, were used to analyze the change in design and environmental messages presented: Iron Eyes Cody (1970) and KAB Man (2007). The reason KAB's advertisements were chosen is because the organization is well known for its public service announcements. Another type of media – posters -- was used from Earth Days in the 1970s and the 2000s. Six posters, three from each decade, were used, and they were drawn by Walt Kelly (1970), The Washingtonian (1970), Robert Rauschenburg (1970), Bob Masse (2000), Harrison Miracle (2009), and Travis Morgan (2009).

I analyzed works from the 1970s and the 2000s based on their physical appearances and the change in suggested messages. I viewed the gradual changes in posters and advertisements in order to find potential differences in their focus, mainly in the aspects of humor and entertainment value. I compared the two decades using several criteria: the artistic design, use of color, feelings inspired by the art, who the ads and posters wanted change from, and the directness of the environmental cause presented. Environmental media in the 1970s demonstrated effectiveness through their serious and change-demanding actions, as they viewed pollution as a collective action problem, but the priority in today's environmental media is entertainment with humor or beautiful designs which focus on the individual, not society as a whole, resulted in less direct calls to environmental activism.

In the 1970s, Keep America Beautiful used dramatic and powerful public service announcements in order to drive citizens to clean up litter all across the United States. In emphasizing the importance of cleaning up trash from highways, parks, and other areas, KAB leaders broadcasted their anti-litter campaign all across the country. Their ads were very depressing in nature and were shot in such a way that the colors were dull and blended together, which created a