

## Green in the media (Music Industry)

This is the 21st century and it is all about going green. Everybody is trying to go “green” now. Light bulb companies, hotels and motels, schools, cosmetic companies, housing construction, and big shot car manufacturers are all trying to get on the green band wagon. , the media in the music industry is trying to go green. The media has a wide variety of companies that support going green. Going green is one of the fastest growing markets around the world today by using energy efficient objects, biodegradable items, and reusable materials. This huge industry offers many ways to spread different messages and through music the industry uses it as a way to influence others on going green. I want to learn how the music industry is taking their opportunity to go green and what they have done so far.

What has the media done to promote going green?

The media is a big part of society that everyone pays attention to. The media is transmitted by our televisions, radios, books, magazines, news papers, and computers. Everyday the media puts out new information about current events around the world and also environmental issues. People pay attention to the media because they want to know what is going on around their community or the world. The media is everywhere. It is probably the best way to promote a message like going green.

The green movement started during the 19th century with Henry David Thoreau, who called for attention to and respect for nature and the organization of saving virgin forests. He did this in a very basic kind of media, a book, called The Maine Woods. The green movement was reawakened around the 1970’s by Rachel Carson who wrote the book Silent Spring which

explained about environmentalism and how it is in fact rooted in the intelligent thought of the 1830s and 1840s.(Webecoist, 2009) The word environmentalist in America is defined as “Environmentalists support the sustainable management of resources and maintenance of the environment through changes in public policy and individual behavior. In its recognition of humanity as a contributor in ecosystems, the movement is centered on ecology, health, and human rights.”(Webecoist, 2009) These two important environmental figures, Thoreau and Carson, wrote books about the environment and what we could do to respect it. These authors made books for people to understand what our environment is going through. Their preaching about the environment started to spread throughout the US.

Books are not the only way to promote environmentalism. Television is a great source that promotes going green. There is an actual channel called “planet green” that has shows that share ideas and lifestyles on going green. For example, the environmental news station ”Focus Earth with Bob Woodruff” provides many facts, interviews and debates that are going on in our environment around the world. There is another show called “ It’s Easy Being Green,” hosted by Renee Loux on the FLN (Fine Living Network) channel. This show is about Eco-friendly practices, products and cutting-edge green trends. There is an episode that shows an large amount of recycle bins, and four acres of a rooftop supporting 9,000 solar panels. (Lewis, 2008) A show from the Sun Dance channel is “Big Ideas for Small Planet.” This show explores different topics like water, work, cities, and gadgets. In the gadget episode they had some gadgets that were energy efficient that we could all use. These are some great shows that promote green information and a lifestyle that people can take advantage of.

The Radio is also a good source that promotes going green. There are many different radio stations that have a radio host that talks about the environment. For example, Betsy

Rosenberg who is a radio host for her show “EcoTalk.” She anchors for CBS radio network and her show talks about environmental issues that people should know and persuades people to take more seriously. Betsy Rosenberg tries to relate challenges to their own lives and families. Betsy Rosenberg is also a Eco-activist who found a grass root group called Don't Be Fueled!(Grist, 2005) Mothers for Clean and Safe Vehicles. This group promotes mothers to turn to hybrid vehicles. More radio shows like “EcoTalk” is a wonderful way to promote environmental issues that we should care about and take action on.

Last but not the least there is the World Wide Web also known as the Internet. The Internet is considerably one of the most efficient and simplest way to promote anything people would want to know about especially on the environment. There are variety of social networks that people join to communicate with each other. For example, one of the most popular sites are Facebook, Myspace, Twitter, and YouTube. On Facebook people are able to join groups and pages like environmentalism. The group creator is able to update their page and it would show up on peoples dashboards. If people want to let others to know about a group or page they can send a request to others. This is one of the wonders of the Internet and how fast something could be promoted just one click away.

My special interest in media and environmentalism is music. What has the music entertainment business done so far to go green?

The music entertainment business is a huge industry that provides many opportunities for individuals. Many people strive to get into the business by producing their own music or taking many different classes to perfect their art. People who have a passion for music usually tries to get into the music industry if they had the opportunity. There are many great genres that

the music industry provides like Hip hop, Rap, R&B, Rock, Alternative, Classical, Indie, and much more. People could be an individual by blending two different things like music and going green by using more sustainable materials.

Certain companies/music artist in the music industry seems like they don't really think about going green in their career but they have actually took some action to support the green movement. For example, different varieties of bands like .E.M., Moby, Michael Franti, and labels like Smog Veil Records and even Warner Records have been able to do their part in making sustainable packaging. (Atlas Plugged, 2007) Packaging is a important part of the music industry because it is shipped to many different countries and states around the world. These packages probably contain promotional materials like music albums, posters, shirts, sweaters, hats, jackets, and many more. The packages are now using recyclable card boards and less non environmental friendly objects. There are also instrument manufactures that are going green too like for the past 15 years, C. F. Martin & Co. has been trying to find new ways to continue making top quality guitars without ravaging forests. Christian F. Martin IV, the sixth generation to control his family's guitar-making business. He has been committed using only wood from non-endangered forests (Atlas Plugged, 2007). This is a good example for many guitar manufacturing companies that want to provide environmental friendly guitars.

Many bands/artist go on tour and they have also provided green concerts for there audience. Bands/music artist could join an organization called SMART (Sustainable Minded Artists Recording and Touring) to easily find the best resources to help them profit from making their tours green. For example, Bands like Incubus have converted to SMART to help them reduce their environmental footprint for their upcoming 40 city "Light Grenades Tour". SMART helped the band transform their entire concert to go green. They used sustainable goods such as

organic cotton and 100% recycled paper for the tour merchandise. SMART would be fueling tour vehicles with bio diesel fuels and limiting vehicle idling at venues. Also they would transfer the tour's remaining emissions via carbon dioxide offsets and encourage fans to take action by providing information at shows. (Atlas plugged, 2007) SMART is a great organization that supports the green movement for bands like Incubus and future bands/artist interested in having a greener concert.

Compact Disk packaging has also been a big change for the music industry. They have been using more Eco-friendly materials that are recyclable like different plastics and papers. Since this is a new century people don't really buy CD's as much as the past decade. Everything is more involved with downloading music on the Internet which is better for the environment because we don't have to produce CD's as many as before. Since people are downloading music more on the Internet, music albums that are produce on CD's sales has been actually going down little by little. Most music artist albums are now either on Itunes or leaked out in the Internet. By music artist putting there music in the Internet is actually a good way of going green because less manufacturing of CD's.

What kind of support can music do to impact others to go green?

Music can inspire anyone to do anything if used the right way. The lyrics,beats, and rhythm music artists makes can really impact someones life. One song can open someones mind to do something positive for the world. It's the way a person perceives a song and takes the lyrics. It might just give them an idea to make their own music and start a movement that people would enjoy and that would help the environment. This person might just want to go preach about going green and it would inspire other people to do so. Music can help people explore a

side that they haven't discovered yet that they are capable of doing.

Many music artist today creates their own style of music by the songs they write and compose. There are many topics that music artist prefer to write about like life, love, struggles, friendship, and much more. A music artist can make a song about the environment which could impact someones life. For example, The song "We are the world" created in the early 1980's featuring Michael Jackson, Lionel Ritchie, Stevie Wonder and various famous music artist all joined together to make a powerful song to bring people together. If there were more songs like "We are the world" people would be more inspired to make songs that would open societies mind about environmental issues. Powerful meaning songs are capable of making certain individuals to feel like they should take action. Music has many ways to express a message that people could understand and take advantage of.

These messages that music portrays is one reason why society loves listening to different types of music. The messages that music provides is a piece of the artist mind and feelings about certain things that has happened in their past, present or even the future. For example, music artist and song writer Ne-Yo creates love songs about his past relationships. I personally like songs that tells a story that I can connect with. If a song has a connection with a person they would probably tell their friends about it which would make the song or artist more known. In light of this music is a good way to promote strong messages especially if a music artist is trying to let people know about going green.

New music is produced everyday by different artist. These songs are made by artists daily life experiences that they go through everyday. These experiences inspires artist to write how they feel about the world by creating a song. Each song has a meaning and purpose which we all can connect to somehow. I believe the message about going green in music is not as big as it

should be because I do not really hear songs about the environment on mainstream radio stations or even the television. This could be changed but it would have to take a long period of time. Everyone is not worrying about our environmental issues and that's probably why it is not a big topic in mainstream songs. There is still hope that an big shot artist one day would start to inspire any upcoming music artist to write songs about the environment which would help us go more green.

Interview:

I interviewed a junior from Galileo who is a very talented young man. His name is Meng Khaul who is a MC(Master of Ceremonies) and a poet. Meng lives in the Tenderloin of San Francisco. Living in the Tenderloin makes Meng feel more fortunate in life because he has a loving family who takes care of him and friends that would always be there for him. As a writer he enjoys writing poems and creating raps in his note book. Meng has been influenced to write raps by his favorite music producers like Tupac Shakur, J. Cole, and Drake. Meng likes listen to all type of music but mainly hip hop and rap.

Meng's view on music is that music is a positive movement, lifestyle, trend, that the youth likes to imitate and look up too. Music is a beautiful thing and a way to get away from problems. Meng likes to write about past experiences, lessons he has learned, ethics and morals, showcasing the injustices of society, inspirational and positive messages. Meng's view on environmental music is that it is a good thing because using music as a foundation for spreading their message is a way to reach people. Meng believes the future on environmental music going to mainstream music is not as great because people are not concerned as they should be and there is still a possibility someday. Music artist today are focusing more on them selves than the actual

economy and environment.

Meng was a part of a music festival in Oakland called LIFE is LIVING. This festival was about people coming together from different backgrounds from under-resourced communities, green action agencies, and the graffiti arts world. LIFE is LIVING events have taken place in Harlem, Chicago, Houston, and Oakland. There are graffiti battles, live action sports, sustainable material construction projects, and Speak Green youth poetry event. (Youth Speaks, 2010) Meng participated in the Speak green youth poetry event but he wrote a spoken word poem about religion. His poem was about values, good deeds and how people should act. Other participants wrote about environmental problems that we should take a stand on.

After I finished interviewing Meng, I still had some questions about young people, media and environmentalism. Are young people in the media today focusing on their character for their career or trying to inspire others? What would happen in a couple years if people today are still not down with the green movement? Does the media have enough power to change peoples mind for a brighter future? These are some questions that came up to my mind during the interview that I am still not sure of.

Doing the research for this paper has helped me with the following things:

The music industry is a large business that everyone likes to keep up to. People all around the world supports many different types of genres and music artist. The music industry plays a big part in many peoples lives especially mine. I have learned to appreciate different types of music and the messages they may bring to individuals. Music is an art that people listen to find peace of mind or inspiration. I learned that the music industry is actually making changes for people who are concerned about the environment. For example, using environmental friendly



materials for music concerts and festivals, Compact Disk that are now able to be recyclable, and certain music artist are taking the initiative to spread the word on going green. Therefore, these are some great ways the music industry is making our environment more healthier and cleaner for society.

The media has a variety of different parts that connects together somehow. For example, television, radio and the Internet all provides a source of news. The media is used to inform people about what is going on and to entertain each viewer around the world. The media can affect people individually by the material they put out on air. I believe the media is something people look up to and whatever is in now is what people would want to do. Going green is one of those trends that people are trying to do especially in the media. What makes the viewers satisfied would make the media put that certain material out more. If people are really concerned about the environment then the media would use a certain product (Internet, newspapers, radio, etc.) to promote it. I learned that the media can be used for the good of society. Thus, starting a positive movement can happen if it is big enough in the media.

As individuals we have different point of views on life. Not everyone agrees with each other but can have some similar ideas. I found out that Meng and I had some similar thoughts about the music today and how it impacts peoples lives. Having similarities is good because if two people have the same idea that would help spread to others to believe in that idea too. For instance, the green movement started out by many ideas from various people which is now happening today. In light of this, an idea can grow, expand, influence others by what they hear and see.

This research paper was not as easy as I thought it would be. The research paper took a lot of time to gather up resources and information about green media in the music industry. The

music industry is a productive business that tries to satisfy all of its listeners needs. The music industry tries to go for all the popular trends like the green movement. This research paper has helped me with a better understanding by what the music industry has to go through to make certain parts of the industry to go green. People all over the country would hopefully take this information I have researched for advantage. It is the peoples choice to make a change for an environmental friendly world and the media of the music industry is trying to make that happen for future listeners.

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