

'I Need the Earth' promotes environmental awareness

Yessian Music, Inc., one of the largest producers of original music and audio post-production in the Midwest, was recently approached by General Motors Corp., in cooperation with the Environmental Protection Agency, to produce the Spanish-language version of the theme song for the public service video, "I Need the Earth and the Earth Needs Me."

The program, designed by GM environmental scientists and their EPA counterparts, was recently cited by President George Bush in his report on education to the nation's governors.

Yessian's current work on the Spanish version was prompted by GM's licensing of the U.S. Information Agency to distribute foreign-language versions overseas. A Hungarian version recently premiered at the opening of the new Regional Environmental Center.

Yessian also produced the music for the English-language version of the video. The video, featuring actress Colleen Dewhurst as narrator and adolescent vocalists, was produced by Michael L. Rose of GM

Photographic in Detroit. The program was produced to increase public awareness of the environment. It focuses on the three major environmental components: air, water and soil. An accompanying teachers' guide augments the video message by offering environmental activities that fit into all curricula — art, health, mathematics, music, physical education, social studies and science.

An estimated 25 million children have seen the program, which GM mailed free last spring to all 72,000 public, private and parochial elementary schools across the country.

"I Need the Earth" was recognized at the National Governors Association Youth Environmental Forum. The GM program has also been selected to represent American filmmaking in international competition as it was chosen from 695 production entries by the Council on International Non-theatrical Events.

Besides the CINE "Golden Eagle" award, the program has also received a Bronze Medal from the International Film & TV Festival of

New York, a Silver Apple Award from the National Educational Film & Video Festival and an International TV Association Award of Merit. Dan Yessian, arranger/composer/musician and owner of Yessian Music Inc., is proud of his involvement in such a project.

"I'm excited to be involved with a film that has been so well received and that makes such a powerful statement to the youth of America," he said.

Writing for both regional and national ads, Yessian is responsible for "Dodge Boys Have More Fun," "Michigan National Bank," "Doin' What It Takes," "White Castle," "The Taste For All Times," "Whirlpool," "We're Making Your World a Little Easier" and several arrangements of Chevrolet's "The Heartbeat of America."



Dan Yessian, owner of Yessian Music, and Tony Campaña, studio engineer, work on the Spanish version of "I Need the Earth and the Earth Needs Me," in the Farmington Hills studio.



A gift of white pines

Judy Telford, at left, smelling the fresh aroma of her new white pine seedling, is one of 900 second graders who received Michigan's state tree as a gift from the Farmington Garden Club this spring. Along with the seedlings are planting instructions prepared by Special Services of Farmington Hills Parks and Recreation Department so the youngsters can contribute their part in fighting pollution by planting the trees in their own yards. Above Gerry Tobin, a member of the garden club, passes out the gifts to students in St. Fabian School, Farmington Garden Club was organized in 1932 and became a member of Federated Garden Clubs of Michigan in 1934.

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