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Rock the Earth Challenges Mountain Top Mining!

In 2004, the Bush administration introduced proposed changes to the long-standing **Surface Mining & Reclamation Act** that would have allowed mining to occur within 100 feet of a stream, in essence, overturning a ban that had been in place for over 30 years.



Mining companies claimed that this proposal was necessary to allow greater recovery of coal in regions where steep slopes prevented mining, due to the fact that there was no place to put mine refuse and waste other than downhill in valleys where streams were located through Appalachia mining country. Recently, the administration has once again introduced a regulatory package that, despite another three years of evidence as to the incredibly destructive nature of this exemption, attempts to make permanent this practice.

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We Heard the Echo (Project)!

An exciting and new late-season festival came onto the scene this past month, and Rock the Earth played a large part in its environmental programming! **The Echo Project** was a 3-day festival just outside of Atlanta, Georgia, with a line-up as diverse as **The Flaming Lips, The Killers, Phil Lesh & Friends, The Roots, Michael Franti & Spearhead, Common**, and many others.

More than just another music festival in a beautifully scenic place, Echo Project 2007 was the



start of a 10-year endeavor– a “Project” if you will– bringing to fruition an experience where music and an environmental message are intertwined, and where participants are part of a growing movement to bring about greater environmental sustainability– both at a concert festival and in our daily lives long after the festival ends.



The Echo Project goes beyond event greening. Yes, there was power from **Sustainable Waves** and **Big Frog Mountain** for state of the art solar-powered sound and staging. Yes, there was biodiesel in the generators and **Clean Vibes** conducted an extensive recycling and waste management program. There was also environmental education, activism workshops and conscious multi-media presentations. But never before has a festival been produced where the goal of the event is not only to entertain but where it is an equally important goal to ultimately

change the way the attendee views the environment and lives their lives. Sometimes subtle and sometimes not so subtle, this theme permeated the entire festival.

For our part, Rock the Earth was tapped to lead a series of interviews and panel discussions with artists and activists on “Social Change Through Music.”

Throughout the weekend, Rock the Earth Executive Director Marc Ross held these discussions in the large Echo-System Experience tent in the heart of the festival grounds. Participants included **Matt McDonald** (Perpetual Groove), **Adrian Zelski** (Dubconscious), **John Medeski** (Medeski Martin & Wood), **Neal Turley** (Sustainable Waves), **Paul Diaz** (Tree Sound Studios), **JJ Grey** (MOFRO), **Futureman** (Bela Fleck & the Flecktones),

Brendan Bayliss (Umphey’s McGee), and **Andy Bernstein** (Headcount). Saturday afternoon’s discussion highlighted threats to the Chattahoochie River and featured Sally Bathea (**Upper Chattahoochie Riverkeeper**), Allison Hughes (**Rivers Alive**) and Jeff Margolin (**Environ**). The event was sponsored by **Sweetwater Brewing Company** which gave free beer and Sweetwater merchandise to attendees in the packed tent.



RtE Executive Director Marc Ross with John Medeski (MMW), Neil Turley (Sustainable Waves) and Paul Diaz (Tree Sound Studios)

We look forward to being part of the Echo Project next year, and hope that many new fans will discover this truly special festival as well.

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Court Date for Colorado River Litigation Set

A court date has been set for Friday, October 26, 2007, in response to litigation filed in March 2006 by a coalition of groups challenging the **Grand Canyon National Park Colorado River Management Plan**. The hearing will be held in the



courthouse at 401 West Washington Street, Phoenix, Arizona at 2:00pm.

Rock the Earth strongly encourages all interested parties to attend this very important event.

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For the full background on this project, visit the [Rock the Earth Colorado River Management project page](#).

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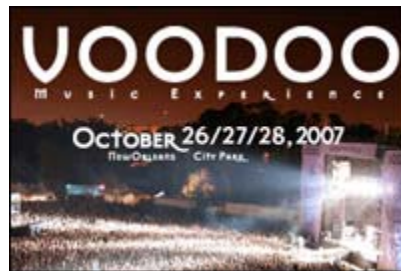
Rockin' the Gulf Region: Text Message Campaign!

Rock the Earth and the [Gulf Restoration Network](#) are once again collaborating to protect the Gulf Region. As the non-profit partners of [Voodoo Music Experience](#), we are asking artists and fans to take a leadership roll in ensuring New Orleans rebuilds safely and sustainably.



In the wake of Hurricane Katrina, those in Louisiana now recognize the importance of the state's wetlands as natural hurricane barriers, and statewide support has been galvanized around the need to restore the vanishing coast. Unfortunately, the nation is still woefully unaware of the threats to these critical ecosystems and the need for national leadership to protect them. Meanwhile, Louisiana continues to lose the equivalent of a Voodoo mainstage of wetlands every 3 minutes due to oil & gas development impacts, clearcutting of cypress forests, and other factors. Thousands of acres of wetlands must be restored if urban centers are to be protected from future Katrinas.

During Voodoo we will be partnering on a text messaging campaign, to generate pressure on our national leaders to take action to protect our coast now. In partnership with Voodoo, **fans are asked to text "COAST" to 77007** in order to ask members of Congress to provide economic support for the rebuilding of this city that is a national treasure, as well as providing greater protection of healthy wetland systems that serve to protect New Orleans in storm events. Your active support of this campaign through stage announcements and other means (website, e-blasts, MySpace, blogs, etc.) will greatly increase our ability to create change.



Your support of this issue will help protect and restore one of the most important natural resources in the world – America's Wetland, which provides a habitat for countless species of birds, fish and reptiles, a livelihood for Gulf Coast fishermen, a port for the U.S. shipping industry, and fertile ground for the continued growth of cultural traditions such as the food and music of our coastal communities.

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Rock the Earth Elects New Board Members

The weekend of October 5-7, 2007, the Staff and Board of Rock the Earth converged on Denver for our Annual Retreat, strategically planning the next twelve months and electing new Board Members. It was truly a busy, but productive, weekend.

The new Board of Directors is as follows:

Marc Ross (Denver, CO) - President
 Bob Frankel (Eugene, OR) - Vice President
 Lacey Fravel (Denver, CO) - Treasurer
 Steve Tighe (Oakland, CA) -- Secretary
 Jason Bau (New York, NY)
 Eric Daniels (Pleasant Hill, CA)
 Stacey "Tree" Plant (Santa Cruz, CA)



Congratulations to our new Board of Directors! In addition, Derek Kalahar, Deanne Herman and Barbara Ross depart our Board after serving the organization for two, three and five years, respectively! Deanne and Barbara will continue to be active on our Volunteer Staff. All will be greatly missed from helping to direct the organization as board members. We thank Derek, Deanne and Barbara for their service and for continuing to *Defend the Planet One Beat at a Time!*

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Member Benefits: Mule + Merch + More!

More Mule! Free Tickets to Members!

Need another reason to become a member of Rock the Earth? Just by being a member of RtE, you have a chance to win FREE tickets to see [Gov't Mule](#) in Portland and Seattle. To enter the contest to win a pair of tickets to either the Portland (11/14) or the Seattle (11/16) Mule shows, write to info@rocktheearth.org. Be sure to put either Mule Portland Contest or Mule Seattle Contest in the reference line.



Meanwhile, look for RtE informational tables at the following Gov't Mule concerts:

Thu. 10/25 Vogue Theater, Indianapolis, IN
 Fri. 10/26 Riviera Theatre, Chicago, IL
 Tue. 11/6 Orpheum Theater, Flagstaff, AZ
 Sat. 11/10 The Fillmore, San Francisco, CA
 Wed. 11/14 Roseland Theatre, Portland, OR
 Fri. 11/16 Moore Theater, Seattle, WA

RtE Discounted Merchandise - For Members Only!

This month, RtE Members can pick up either a **RtE tote bag** (55% hemp; 45% organic cotton) OR a copy of **One Love, Volume 1** OR a copy of the **Ryan Kerrigan signed/numbered Summer Tour 2007 print** for only \$15 (includes shipping). Or, even better, get any 2 items



for only \$25! **To order your discounted RtE merchandise, write to info@rocktheearth.org.**

More Member Benefits:



20% off all products from [Guayaki Yerba Mate](#)



20% off [Eco Express](#) gift baskets (or donate 20% of all full-priced orders to Rock the Earth by designating donation in comments section of each order)



20% off [Bamboosa](#) products



20% off [SCIGear](#) merchandise



Special contests and discounts on concert tickets

To find out how you can take advantage of these Members Only benefits, write to info@rocktheearth.org.

If you are not yet a member of Rock the Earth and would like to join our growing movement (and get some pretty cool gifts as well), [go here](#).

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Hot Buttered Rum Rockin' the Hawaiian Islands for RtE!

On Thursday, Oct. 25 (6 p.m.), at the Tower in Honolulu, Hawaii, California's [Hot Buttered Rum](#) will be playing a concert to benefit Rock the Earth. Produced by AlohaGroove and sponsored by **Sierra Nevada**, the concert will also feature **Johnny Helm** (2007 Na Hoku Hanohano Nominee Rock Album of the Year), **Bruce Shimabukoro** (2007 Na Hoku Hanohano Nominee Most Promising Artist), and **Kapakahi**. Tickets are only \$20 and can be purchased from



www.honoluluinboxoffice.com.

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Rockin' Thanks to Bonnaroo!

Thanks to the generosity of **Superfly Presents** and **AC Entertainment**, Rock the Earth was one of five beneficiaries of the annual silent charity auction at **Bonnaroo 2007**. This week, Rock the Earth received a check in excess of **\$5,500!** A rockin' thank you to Superfly, AC Entertainment and all of you who participated in the silent auction at Bonnaroo! You are truly helping us to "defend the planet, one beat at a time!"



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Volunteer with Rock the Earth

Rock the Earth is on the road, powered mainly by volunteers. Have you considered volunteering with Rock the Earth? You can do it from the road or at home! We have dozens of opportunities, and can certainly find one that matches your skills. Consider one of the following:

- Tabling events
- Coordinating volunteers
- Fundraising & membership drives
- Legal & technical assistance
- Assisting with data entry & mailings in our Denver office
- Writing press releases

If you're interested in volunteering with us, please send an email to volunteer@RockTheEarth.org to find out how you can help Rock the Earth! Be sure to include your city and state so we know the region of the country you live.

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Zac Matthews Rocks the Earth: Interview

Zachary Matthews plays mandolin, fiddle, guitar and sings with **Hot Buttered Rum**. His passion for music and environmental sciences has found a fruitful playground—within the context of a nationally touring band he writes songs and helps spearhead the band's efforts in the sustainable fuel movement.

Since 2003 HBR has toured the country in their own



vegetable oil and biodiesel powered buses, and they have devoted themselves to biofuel education and outreach. Along with key collaborators and partners in the outdoor and environmental worlds, HBR strives to effect positive environmental change.

What environmental issue(s) do you consider to be the most critical at this time?

Nowadays, the world is facing so many interconnected environmental problems that it is difficult to blame it all on any single issue. Global warming, ecosystem destruction, food and water shortages, to name just a few, are critical environmental crises of the time. But one issue that underlies many others is population explosion. Exponential population growth is rapidly exceeding the carrying capacity of the Earth. Any extrapolation of numbers fifty years into the future reveals that the human race is on a crash course. Our modern industrialized ways of living are simply too resource-intensive for the Earth to support the number of human beings that may soon grace the planet.

What has inspired you to combine environmental activism with your music?

Music has the ability to unify people across large cultural and political divides, and songs have a powerful way of conveying visions of hope and change. To overcome the environmental problems facing the world today, we need a unified vision and a plan that goes beyond state lines to encompass the human race as a whole. We are quite literally in the same boat. As a citizen of the planet earth, I want to help the world to be a better place, one that will continue to thrive for generations to come.

Where is your favorite place in nature to go to find solace or inspiration?

Periodically separating from the front country and getting in tune with the slow, deliberate rhythms of the natural world is always a clarifying experience for me. The eastern Sierra Nevada has always been a great source of inspiration. The harsh, rugged landscape is pure, unadulterated and wide open, and allows my mind to feel similarly.

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Rockin' the Earth with Phil Ferlino: Photo



*New Monsoon's Phil Ferlino Rockin' in the Studio
Photo by Annie Cutler*

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