

THE YEAR OF LIVING



Star Trekking: Tom Cruise in the rain forest last August with (from left) Dr. Thomas Lovejoy of the Smithsonian, wife Mimi Rogers and John Ritter

STEVE VAUGHN

**IN HOLLYWOOD,
THE FAMOUS
LINED UP TO
SAVE THE RAIN
FORESTS AND
CAMPAIGN
FOR CLEAN AIR**

Celebrities have always been expected to do a few star turns on behalf of charity. A Tinseltown luminary, voice choking with emotion, delivers a pitch for bucks and you've got a fundraising tool that will outperform even the most heartrending piece of mail solicitation. But in recent years, the famous, especially young Hollywood, have grown more vocal, and their causes have grown more socially significant. Scratch a political or social issue and your fingers will graze the well-perfumed skin of Hollywood's hottest. The stars are getting behind every issue, from abortion rights in the U.S. to helping implement better health-care programs for children and their mothers in Central America. They rally for liberal political candidates and lobby against American policy in Nicaragua and El Salvador, they march on the front lines at anti-fur rallies, and remain staunchly among the

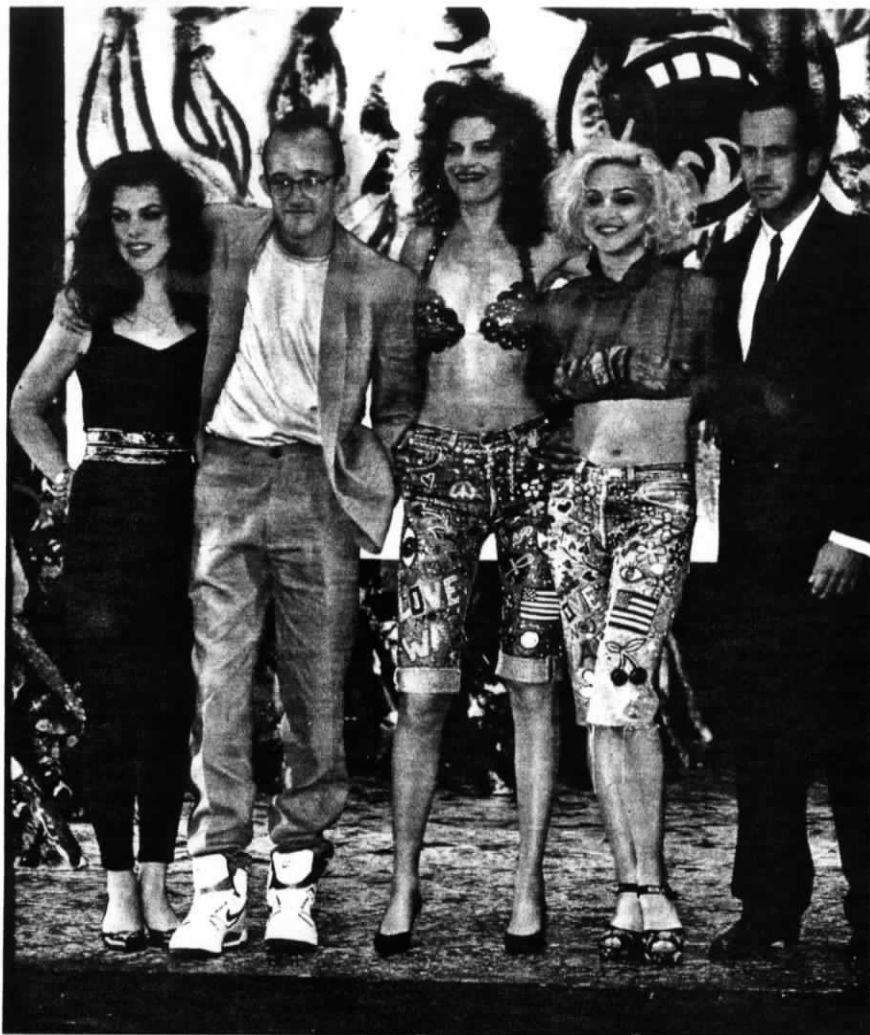
ranks of those trying to help the homeless or the victims of AIDS.

But rarely in the annals of Hollywood altruism has this community embraced a cause with the fervor that it has wrapped its bejeweled arms around the environment this year. Mention the apple-polluting pesticide Alar and people think of Meryl Streep. As the highly visible spokeswoman for Mothers and Others for Pesticide Limits, she created such a public stir that the manufacturers took Alar off the market. Ted Danson heads up the American Oceans Campaign and lobbies Congress to save our waterways. Barbra Streisand donates a quarter-million dollars to the Environmental Defense Fund.

One environmental cause in particular has captured the imprimatur of hip: saving the Brazilian rain forest. Tom Cruise, his wife, actress Mimi Rogers, and John Ritter trekked through the Amazon jungle last August to witness the depletion of the rain forest firsthand; Madonna, Sandra Bernhard, the B-52s and Bob Weir of the Grateful Dead raised money and con- →

BY SUSANNAH GRANT

ENVIRONMENTALITY



DANNY CLINCH/IGI



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Madonna and friends (top) heated things up at last spring's Don't Bungle the Jungle! concert in New York. Meryl Streep's testimony in Washington (above) helped get Alar taken off the market.

sciousness at the Don't Bungle the Jungle! concert in New York this past May. And Sting publicized the rain-forest plight at fundraisers and press conferences where he was flanked by native Brazilian Kayapos in tribal regalia. "People will come together for causes," says Cruise, "which shows that people are good, and ultimately they care about their neighbors."

Rain forests may have snagged the Oscar for trendiest supporting cast, but the award for least likely glamour cause goes, uncontestedly, to waste. Toxic waste. This summer, the environmental group Heal the Bay held a teach-in on Santa Monica Beach. The event included a dramatization of the dangers of nonbiodegradable trash; featured were *thirtysomething's* Ken Olin and Patricia Wettig, Justine Bateman, Moon and Dweezil Zappa and John Ritter. Linda Evans appeared at a sludge-fest in Olympia, Washington, while Robert Downey Jr. and Michael Landon spoke out against offshore oil drilling at a rally in downtown L.A. Ritter, who played "Toxic Man" at Santa Monica, claims it was personal experience that led him to throw his weight behind waste. "It probably began when I bit into some Santa Monica fish and started to glow," he quips.

If recycling rallies and toxic waste pro-

tests have replaced gala premieres and awards ceremonies as prime photo opportunities, that fact has not been lost on shrewd press agents. Says Dorothy Green, president of Heal the Bay: "We're now getting calls from flacks asking for event information because they know it will make great publicity for their clients."

Not surprisingly, in a town known at least as much for its cynicism as for its selflessness, some take a decidedly uncharitable view of stars' do-good activities. Barry Greenberg, chairman of Celebrity Connection, a company that matches entertainers with charities, is among those who see this Save-the-Earth zeal as just the latest "cause du jour." Recalls Greenberg: "I phoned a celebrity's publicist once and said, 'Hey, your client was at USA for Africa. We've got a function going on about the same issue, and we'd like to invite him to attend.' The response? 'Hey, the guy sang the song. What more do you want?'" Adds Greenberg: "There are no fewer people starving in Ethiopia, no fewer people with AIDS, with cancer. If 3,000 celebrities took on 3,000 different causes, we'd do a lot better than we do with these cause-of-the-month clubs."

Still, most of the celebrity activists are sincere, and they are also well-informed. Andrew Kimbrell, policy director of the Greenhouse Crisis Foundation, played the media circuit with Morgan Fairchild last spring, spreading the word about global warming. "I was supposed to go along as an expert," he says, "but Morgan did not need me. She is articulate, coherent and well-informed." Says Fairchild: "I get invited to speak because I'm famous. I'd probably be making just as much noise if I weren't, but fewer people would be listening."

Those who label Hollywood's concern for the environment a passing fancy may themselves be in need of a remedial briefing. The entertainment industry has long had its share of genuine, concerned conservationists. Robert Redford demonstrated his hard-earned expertise last May when he addressed the Senate Energy Committee on the issue of the greenhouse effect. John Denver helped raise the public's ecological I.Q. back in the Seventies and he remains an environmental activist today. And then there's always been Jane Fonda.

It's Fonda, in fact, who is largely responsible for helping today's spate of →

CAUSE CÉLÈBRE

Here are some of the stars (and their favorite organizations) who realize that it's not easy staying green — or clean for that matter.

EARTH COMMUNICATIONS OFFICE

(To educate the public about the environment through the entertainment media)

Hart Bochner	Catherine Oxenberg
Roseanne Cash	Ron Reagan Jr.
Tom Cruise	Mimi Rogers
Ron Howard	Meg Ryan
Olivia Newton-John	Arnold Schwarzenegger
Quincy Jones	Alfre Woodard Spencer
Michael Keaton	Dean Stockwell
Matt Lattanzi	Dennis Weaver
Dudley Moore	Daphne Zuniga
Esai Morales	

GREENPEACE

(For the overall protection of the environment)

Brigitte Bardot	John Hurt
Christie Brinkley	Michael Hutchence
Belinda Carlisle	Jeremy Irons
Harrison Ford	Glenda Jackson
John Forsythe	Robert Klein
Richard Gere	John Oates
Jeff Goldblum	Michael Palin
Grateful Dead	Sade
Jennifer Grey	Martin Sheen
Steve Guttenberg	Carly Simon
Daryl Hall	Oliver Stone
Harry Hamlin	D.B. Sweeney
Pee-wee Herman	Peter Ustinov

AMERICAN OCEANS CAMPAIGN

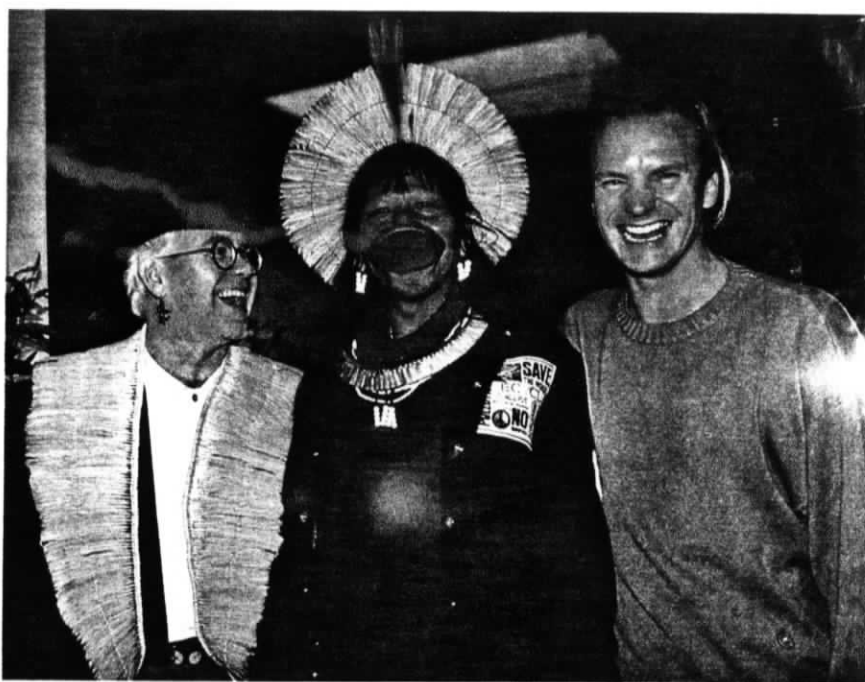
(For the preservation and restoration of the oceans)

Ted Danson, President	Sally Kellerman
Kirstie Alley	Kris Kristofferson
Jeff Bridges	Chris Lemmon
Lloyd Bridges	Jack Lemmon
Carol Burnett	Marlee Matlin
Danny DeVito	Rhea Perlman
Sally Field	John Ratzenberger
James Garner	Ally Sheedy
Woody Harrelson	Robert Urich
Joanna Kerns	George Wendt

HEAL THE BAY

(For the preservation of the Santa Monica Bay)

Justine Bateman	Ken Olin
Ed Begley Jr.	John Ritter
Kim Carnes	Katey Sagal
Linda Evans	Patricia Wettig
Morgan Fairchild	Dweezil Zappa
Goldie Hawn	Moon Zappa
Melanie Mayron	



Elton John, Sting and Brazilian chieftain Raoni raise money for the rain forest.

young stars turn on to activism. In 1986, she and then hubby Tom Hayden enlisted a busload of movie and TV actors to travel throughout California rallying support for an environmental referendum appearing on the state's ballot. Among the passengers: Rob Lowe, Judd Nelson, Michael J. Fox and Sarah Jessica Parker. "The bus trip was my first L.A. political experience," says Parker, herself the product of an activist upbringing. "and I was very skeptical. But when you see Michael J. Fox stumping on behalf of clean water, you believe him. And when I see Ally Sheedy doing all the legwork for the homeless march, selling T-shirts at dinner parties, now I think, 'Good for her!'"

Many of the performers involved in the Clean Water Caravan have remained at the forefront of the Hollywood political community. Helping sustain their ecological ardor may be the fact that for L.A.-based celebs, evidence of the toll modern urban life is taking on our planet is always nearby. "You go outside and your eyes burn," says Parker. "Your head aches. You can see the air in the valley sitting there like a bad dream. You have to buy water to drink, which is ridiculous."

Singer Belinda Carlisle agrees. "It's life or death for mankind," she says. "Someone's got to get involved." Carlisle recently worked for free on "Greenhouse Glasnost" was hosted by Robert Redford in August. *Rainbow Warriors*, an album released by the environmental group Greenpeace. Also do-

nating their musical talent: Peter Gabriel, the Talking Heads, the Grateful Dead, INXS, the Eurythmics, John Cougar Mellencamp, Sade and R.E.M.

Nor are these the only rockers playing the ecology beat. Yoko Ono announced in September that she's launching a project called The Greening of the World. Dedicated to John Lennon's spirit, Greening will help fund clean-up endeavors through concerts, films, records, artwork and children's books. Michael Jackson, Billy Joel, David Bowie and Ringo Starr are among the megastars pledging their support. Meanwhile, Quincy Jones' daughter Jolie is producing *Yakety-Yak*, a pro-recycling music video starring her father, as well as Alice Cooper, Paula Abdul, Kenny →



Loggins and Bugs Bunny. ("Yakety-yak/ Take it back" goes the refrain.)

Mobilized by its mission to rescue Planet Earth from aerosols and other toxins, the entertainment world is actually beginning to change day-to-day life in its corridors of power and on the set. Disney, HBO, Warner Bros. and the powerful Creative Artists Agency have all initiated recycling programs. Styrofoam products are not allowed on the set of *Knots Landing*, and other shows are practicing similar bans.

If that sounds like just a drop in the sludge bucket, try this: Environmental advice is starting to be worked into the scripts of TV shows and movies. Spearheading this effort to turn the media into the message is Bonnie Reiss, a veteran entertainment lawyer. Reiss founded the Earth Communications Office, an organization whose board of directors reads like the seating arrangement for the first five rows of the Dorothy Chandler Pavilion on Oscar night. Among the luminaries: Jeff Bridges, Tom Cruise, Mimi Rogers, Kirstie Alley, Sally Field, Michael Keaton, Arnold Schwarzenegger, Meg Ryan and Dudley Moore. "If you see people recycling on



MICHAEL JACOBS

The cast of Cousins stumps for the American Oceans Campaign.

Cheers, that can make a difference," says Reiss. "Likewise, if you see ALF reading a newspaper and saying, 'What are you people doing to this planet? I don't want to have to move again.' These are the obvious ways to reach people." Schwarzenegger agrees it's time Hollywood flexed its muscles on behalf of the environment. "With

John Travolta and *Saturday Night Fever*, the whole world was disco dancing," he said. "So if that's the power we have, when we put a little bit of environmental stuff in there, it will have an appreciable impact."

Advice on saving the planet is popping up in unexpected places. *Lethal Weapon 2* frowned at eating tuna (on behalf of dolphins); *Knots Landing* introduced a character who is an environmentalist; an entire

Murphy Brown episode was devoted to recycling and separating garbage. Half a dozen new episodes of *Head of the Class* offer pro-ecology messages. Goldie Hawn and Mel Gibson filmed public service announcements about the threat of global warming from the set of their upcoming movie, *Bird on a Wire*. And, both Streisand's and Carlisle's latest albums include inserts with tips on recycling and

energy conservation. Streisand also will be cohosting with Kevin Costner and other stars a two-hour TV special called *A Practical Guide to How You Can Save the Planet*, scheduled to air on Earth Day, April 22.

Dirty something: Ken Olin and Patricia Wettig rallied for Heal the Bay last June.

Behind the scenes, producers are demonstrating their commitment to environmental issues by reaching deep into their pockets. One of the fiercest film-rights battles fought this year was over the life story of Chico Mendes, the noted Brazilian rain forest activist who was murdered last December. Peter Guber and Jon Peters, coproducers of *Batman*, beat out Robert Redford, Ted Turner and others to win the rights to the authorized Mendes bio. The duo ended up paying nearly \$1 million (not, incidentally, the highest bid). Undeterred, Redford's putting together another Mendes pic, which will be directed by Steven Spielberg. (And, as it turns out, Guber and Peters won't be making the



Mendes movie, after all. They're leaving Warner Bros., where they were under contract, to head up Columbia Pictures. The Mendes project, along with some 50 others, stays behind.) More than a dozen other environmental movie projects are in various stages of production.

Will the celebs protesting sludge today be out at the drain pipes next year? The odds look good that they will; for one thing,

ECO has a 10-year commitment from all its board members. But even if the stars' ecological evangelicalism proves no more lasting than clear skies in L.A., Reiss thinks they still will not be deserving of scorn. "So what? What's wrong with a two-month commitment?" she asks. "This planet needs everything it can get. If you think we're going away, well, take advantage of us while we're here." **US**

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