



For Immediate Release

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YouTube Activism Aims to Stop Aerial Spraying

Sacramento, CA - Citizens concerned about the State's aerial spraying program for the light brown apple moth (LBAM) have increasingly turned to new forms of activism, including posting videos on YouTube.

Scores of brief, engaging videos have been posted on the popular website, ranging from personal testimonies from people who suffered ill effects from the spraying last fall, to clips from public meetings where citizens have expressed their concerns.

A search for "Apple Moth" turns up 74 videos and "LBAM" 77 more, and the number grows nearly every day.

"We are trying to harness the viral capacity of YouTube to build interest and curiosity in the aerial pesticide spraying issue. Hopefully people will go from seeing the video, learning about the issue and then take action," said Patrick Wilkinson writer and director of "LBAM Takes San Francisco" and "LBAM Shout-Out Stop the Spray," which can be easily found by name on the YouTube site.

"YouTube can be a very powerful way to get your message out to thousands of people, and there's a viral effect when viewers send their friends email messages linking them to the videos. Today's young people are especially engaged by video," said Mary Beth Brangan, of Ecological Options Network, who has produced several of the brief films on the apple moth controversy with filmmaker Jim Heddle.

The new brand of YouTube Activism has been able to reach more citizens than ever before. "Not only am I optimistic that we will stop the spray, but we are growing a movement of active and engaged citizens that will continue to fight for environmental concerns," added Wilkinson.

"YouTube makes it possible for viewers to comment and rate the videos they watch, creating an online community in which people exchange ideas," said Paul Schramski, State Director for Pesticide Watch in California. "It has become a very important way for people concerned about aerial spraying to stay informed and make their voices heard."

Highlighted Films:

Writer/Director Patrick Wilkinson and East Bay Latino spoken word troupe HeadRush capture community concerns over aerial pesticide spraying in two powerful films "LBAM Shout-Out Stop

the Spray” and “LBAM Takes San Francisco,” that can be found by a search for those names on YouTube.

<http://www.youtube.com/watch?v=3iQZMuTdf90>

<http://www.youtube.com/watch?v=A8oS1SLdkJc>

Mike Lynberg who lives in an area aerial sprayed twice last year, describes how he and other citizens collected illness complaints in a grassroots manner when the state of California did not have a well publicized system in place to monitor illnesses. He also describes the types of illnesses people experienced. Search “Mike Lynberg” on YouTube.

<http://www.youtube.com/watch?v=n7Q6pmLX3po>

In another compelling YouTube film, viewed more than 1,000 times, Air Force Major Tim Wilcox describes how his 12-month-old son ended up in the emergency room and nearly died immediately after Monterey was first sprayed last September. The boy’s life was saved, but now he has asthma. Search “Tim Wilcox” on YouTube’s website.

<http://www.youtube.com/watch?v=YxXFzkVd0To>

A scientific video features UC Davis Professor of Entomology James Carey, who describes how aerial spraying to eradicate the light brown apple moth can never be effective because the moth is far too widespread and established. Search YouTube for “Debunking Moth Myths.” Other scientists are featured in this video, too.

http://www.youtube.com/watch?v=2Zc7I_o0M6E

A 45-second video captures CDFG Secretary A. G. Kawamura caught off guard by a question by an Alameda City Council member. He is asked whether farm workers would be allowed to stay on fields if the same pesticides sprayed on highly populated California cities were sprayed on agricultural areas. At first, Kawamura tries to avoid the question, but finally replies, “No.” Search “Kawamura, Alameda.”

<http://www.youtube.com/watch?v=iVfRvhlERJ8>

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