



KEVIN O'NEILL / STAFF ARTIST

# Save the Planet

## Earth Day website can help you go green

**C**an you light the water on fire when you turn on your faucet? Are you sad that your kids may never see a live polar bear? Do you worry that the rising oceans will chase millions from their coastal homes? Does it sicken you to see millions of gallons of oil coating miles of once pristine beaches? Is the fear of nuclear contamination spreading around the globe keeping you awake at night?



**KEVIN O'NEILL**  
*InSites*

If the answer to any of these questions is yes, then you need to start taking action now to lessen the impact of humanity on our planet. Earth Day, which is April 22, is the perfect time to begin. The Earth Day Network's website, [www.earthday.org](http://www.earthday.org), is a good resource for information you can use to help save the world.

### A seed was planted

The Earth Day Network sprouted from the first Earth Day in 1970. It has grown into an organization with 22,000 partners in 192 countries. It branches into many areas of environmental stewardship, including "greening" schools, promoting renewable, sustainable energy and encouraging individual "green" acts. The website's homepage features a large slideshow featuring pictures of people planting, wildlife and other earth-friendly imagery. The images are accompanied by type teasers to various subjects, such as, "A Billion Acts of Green" or "Environmental Education." Each teaser has a link that takes

### 10 acts of green

- Plant a garden.
- Petition your legislators on environmental issues.
- Change your lightbulbs from incandescent to fluorescent.
- Stop using pesticides and toxic cleaning products.
- Get a home energy audit and make the suggested changes.
- Eat more local food.
- Organize an Earth Day event.
- Walk or bike to work.
- Work from home once a week.
- Use reusable shopping bags.

you to another page with more information about the subject.

### Trashing the joint

One link takes you to a quiz that calculates your impact on the planet. According to the quiz, it takes 24 acres to support my family for a year. And if everyone lived like me it would take 5.4 Earths to support us. After telling me how badly I'm treating the Earth, it offered some suggestions on how I could lessen my impact. Mainly, I need to eat less meat and generate less trash. In the words of Kermit the frog, "It's not easy being green."

There are tabs at the top of the page that link to different areas of the site. The "Take Action" section has information on green acts you can do, events to attend, opportunities to volunteer and more. The "Donate" tab is self-explanatory. A "Newsroom" section contains press releases, photos, blogs and more. "Programs" has descriptions of different activities being organized around the world. "Earth

Day 2011: A Billion Acts of Green" is the theme of this year's celebration. "About Us" has history, staff and contact information, careers, sponsors and more.

In the center of the home page is a featured article with a photo, and links to other articles. The rest of the page has links to videos, social networks like Facebook and Twitter, and an online store.

### Pretty to look at but ...

The site looks professionally designed, with lots of rich imagery and videos. The typography and color palette are unified across the site for a visually pleasing experience. The information is well organized with the help of a logical and intuitive navigation system.

Because of the polished feel of the site it was surprising to come across numerous bad links and typographical errors. With all the obvious effort put forth to build the site, you have to wonder how they could neglect to test all the links and do a thorough job of proofreading their copy. This kind of sloppiness reflects poorly on the professionalism of the organization, and makes you question the accuracy of the information they're presenting. If they're not checking their product carefully, you have to wonder if they're diligent in checking their facts.

Despite these shortcomings, the organization is dedicated to a worthy cause, saving the Earth. There's lots of good information on the site, and anything you have doubts about can be verified with a little research on other websites.

**KEVIN O'NEILL** is a graphic artist for The Times-Tribune. Contact him at [koneill@timeshamrock.com](mailto:koneill@timeshamrock.com) with links to your favorite websites.

## Environmental events planned locally

**BY PATRICE WILDING**  
STAFF WRITER

Though it can be argued that every day is a chance to take extra steps toward caring for our planet, April 22 was officially designated Earth Day in 1970 through the efforts of Gaylord Nelson, a then U.S. senator from Wisconsin.

The movement has gained momentum in the decades since, and each year, groups, organizations and individuals across the planet have come together to recog-

nize the need for conservation, recycling and overall awareness through their own actions.

This year, there are many ways to get involved here in Northeast Pennsylvania.

The University of Scranton has multiple events planned in conjunction with Earth Day in the week leading up to April 22. The Student Government is sponsoring an **Earth Week Hill Section Street Sweep** today at 1 p.m., and the Heritage Room of the uni-

versity's Weinberg Memorial Library will host an **Environmental Art Show** through April 21, with a free public reception on April 18 at 7 p.m. An **Earth Day Fair** will be held on Dionne Campus Green April 19 from 11 a.m. to 2 p.m., featuring interactive games and information related to the environment, sustainable practices and faculty/student projects related to environmental issues. Local green businesses and organizations will also participate. For informa-

tion on any of these events, call 941-7520.

Likewise, Keystone College in LaPlume is holding numerous events with Earth Day in mind. On April 20 from 11 a.m. to 3 p.m., the school will host a **Green Sustainable Vendor Fair** in Hibbard Campus Center that is free and open to the public. Local and regional companies including Scranton's own GreenBeing, The Fanciful Fox, Unique Classic Candles,

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