

Planet Earth Foundation History

Early Influences



In March 1968, the founder, Keith Blume, began work as a Bay Area student coordinator for Robert Kennedy's presidential campaign after Kennedy's announcement he would run on March 16 and

coordinated Kennedy's speech at the University of San Francisco in the wake of Martin Luther King Jr.'s assassination, shortly before Kennedy's Assassination. The values embodied in the campaign were reflected in significant ways in the creation of the Foundation.



In March 1974 when Keith Blume (left) and (future) vice president, Darryl Stromberg, visited Calcutta, India, arriving at night and witnessing thousands of bodies on the streets, who they first thought dead and then realized lived there. This was the city of the late Mother Teresa, who made it a



symbol in the heart of all humanity for the true meaning of love, and who Keith met with in later years. Before dawn, Keith set off through the streets that were home for millions and met with them in an experience

that had a major impact on the Foundation's creation.

"The Hungry Planet"

In 1975 work began on a documentary film on the interrelationship between major global issues such as violence, population and environment, with hunger as the focal point, showing that the planet must and could be turned around at a time when 13 to 18 million people, mostly children, died from hunger and related disease every year, while birth rates soared, fueling environmental



devastation and the age-old violence caused by billions of people having no hope.

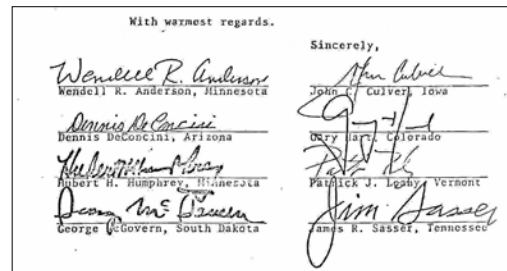
In March 1977, whirlwind meetings and film showings began in Washington, D.C. and the United Nations with Keith,



Nobel Peace Prize nominee, Roy Prosterman, former Oberlin President Bob Fuller, and the late John Denver and Annie Denver, which, along with the work of others such as the late Harry Chapin, who also appeared in the Foundation's film, led to major politicians of all stripes and the President of the United States becoming involved, establishing the White House Hunger Working Group. More films were produced on these issues and others, such as the threat of weapons of mass destruction, particularly nuclear war.

Excerpt from Letter to President Carter, The White House

"Mr. President, we believe that you and your closest advisers on this issue should see this film...(on the need for Americans to address the critical international problem of world hunger)...and hear these committed people...(John Denver; Mrs. Denver; Robert Fuller, former president of Oberlin College; Roy Prosterman, instructor at the University of Washington law school, who has testified frequently on world hunger; and Keith Blume, the maker of the film)...Their energy, enthusiasm, and tone are very compatible with the significant attention that you have given to human rights as a matter of international policy."



SIGNED . . . United States Senate: Wendell R. Anderson, Minnesota; Dennis DeConcini, Arizona; Hubert H. Humphrey, Minnesota; George McGovern, South Dakota; John C. Culver, Iowa; Gary Hart, Colorado; Patrick J. Leahy, Vermont; James R. Sasser, Tennessee

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"As somebody once said, if you can split an atom and if you can put a man on the moon, you ought to be able to put a meal on the table!" ~ Senator Hubert Humphrey (center),

interview with Keith Blume (left), at right Roy Prosterman

The White House - Minutes of the Cabinet Meeting

"The President said he recently saw a film with his son Chip on world hunger, a subject which concerns him very much and which was discussed briefly at the recent spring budget review on foreign aid. He plans personally to do more work on the issue and noted the natural connection between dealing with world hunger and espousing human rights. He said that AID Director Jack Gilligan and Mr. Vance are eager to help with this work and noted that P.L. 480 is very popular on the Hill and might be used effectively toward these ends. He added that the U.S. entertainment industry has adopted eradication of world hunger as its humanitarian goal."



Excerpt from Letter to Keith Blume (left) from John Denver (right)



"My Introduction to Planet Earth Foundation's work was in 1977, when I had the opportunity to see the documentary film, The Hungry Planet, produced by Keith Blume, Founder and Executive Director of the Foundation, featuring hunger expert Roy Prosterman, President of the foundation . . . The Hungry

Planet moved me and many others to commit ourselves to ending hunger on our planet. This film was in many ways the catalyst for President Carter's creation of the White

House Hunger Working Group, which subsequently organized the Presidential Commission on World and Domestic Hunger . . . After seeing The Hungry Planet, I asked Keith Blume to produce another film on hunger, in association with myself and the Windstar Foundation, titled I Want To Live . . ."

Excerpts from Letter to Planet Earth Foundation Supporters from Roy Prosterman, Professor of Law Emeritus, University of Washington, and Chairman Emeritus, Landesa, Seattle, Nobel Peace Prize Nominee

"The Planet Earth Foundation is an organization whose initial foray into public communication on the great issues of our time, nearly three decades ago - the film The Hungry Planet - was seen by President Carter and his family at the White House upon the urging of eight U.S. Senators, and helped to catalyze the formation of the White House Hunger Working Group and the Presidential Commission on World and Domestic Hunger. (The latter, in turn, have resonated down through the years in a series of Executive Branch commitments from both Republican and Democratic administrations on the hunger issue.) . . . I was myself much involved in Planet Earth Foundation's early work, as President and then as a director for the first ten years, collaborating with Keith Blume in the making of The Hungry Planet film and a second successful film on the issue of world hunger, I Want to Live . . ."



The Planet Earth Foundation, though small in size, holds a vast repository of knowledge . . . on 'how to get the word out' successfully to a mass audience on such great issues - domestic and foreign - as hunger, disease, poverty, energy consumption, population, violence, and the environment. I believe it represents an irreplaceable national resource.

. . . Given the scope of the problems that our planet earth currently faces, and the deep threats posed on so many fronts to the kind of world our children and grandchildren will inherit, it seems to me that 'enlightened self interest' provides a restrained characterization of why the unique

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resource that the Planet Earth Foundation represents should be sustained and nurtured."

Excerpts on Planet Earth Foundation Projects

"With mass communications letting us know what's going on everywhere on the face of the globe, I think we're beginning to sense a certain responsibility for the wealth and plenty that we enjoy, and in a sense realize, that there but for the grace of God go I."



~ Andrew Young, Associate of Martin Luther King, Jr., US Ambassador to the UN, interview with Keith Blume

"The U.S., our western European allies, the Japanese, cannot live alone in affluence and have the rest of the world in poverty...but we'll also live happier, if we're compassionate and generous"



~ President Gerald Ford (left), interview with Keith Blume



"And the girl was starving...and I gave a social worker who would go out in the hills my quart of milk to give to the little girl. That was only one, while there were thousands around."

~ Lillian Carter, former Peace Corps Volunteer (right), The White House, interview with Keith Blume

"What greater human right can anyone have than the right to be fed, and the right to a balanced diet?"

~ Senator Robert Dole, interview with Keith Blume

"The only thing I really care about is to try to communicate with people about issues like are we going to blow ourselves off this planet, are we going to be able to get along, are we going to allow things like starvation and needless waste and war?"

~ Keith Blume, Planet Earth Foundation Founder and President, KING TV News Report, Planet Earth Foundation nuclear war film gala premiere, "Target Seattle, Target Earth", which subsequently aired on PBS stations and worldwide



Excerpt from Letter to Keith Blume from Jarlath Hume, Project Director, Target Seattle

"I am writing to you in regard to plans for a video production of the Target Seattle experiences...It is important that we effectively communicate to people in other cities, this new approach to involve people in the issue of preventing nuclear war . . .

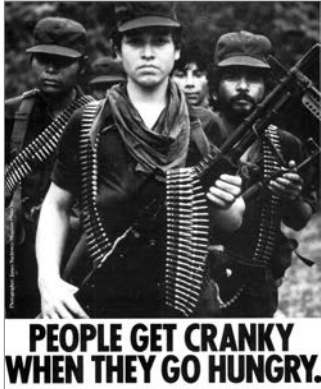
We are convinced that your film will be of great benefit, not only to the people of this region, but to groups throughout the country who are contacting us for information on what it was that took place here . . . Because of this, the project represents a new phase in the movement to involve citizens in working to prevent a nuclear holocaust . . . It is so much more effective to show someone what happened than to try and tell them about it . . . I am writing to urge that you do everything possible to overcome the financial difficulties of producing a film.

I realize the challenges are significant, but it is of the greatest importance that a person of your experience and ability organize this information so that we can reach more people, more effectively, on the issue of our survival as a civilization."

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Campaign To End Hunger

Lisa Blume and Keith Blume created the Campaign To End Hunger, a national public service media campaign for television, radio and print which ran for many years, covering the issues of hunger, war, the environment and other interrelated issues. From the mid-eighties to late



nineties, the Campaign To End Hunger brought these issues to the attention of the American public with the help of people such as Ted Turner in committing substantial public service advertising, and with bipartisan support from both Democrats and Republicans.

"In light of your record of concern for those in need, I am pleased to congratulate you on the fine example of generosity you have set for your fellow Americans ... I commend you for making a difference in the lives of those around you. You have my best wishes for continued success in the future."

~ C. Gregg Petersmeyer, The White House, Assistant to the President & Director, Office of National Service

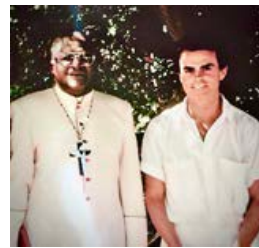
"I can assure you that the Bush Administration shares a commitment to the goal of ending hunger. As AID Administrator Alan Woods has observed, reaching the goal requires a two-pronged attack -- meeting emergency feeding requirements while promoting sustainable development . . . Your continued support will be important as we work toward achieving that goal."

~ Brent Scowcroft, National Security Advisor, The White House

Conflict Documentary Filming

A host in a Bethlehem home exhorting Keith Blume to be careful while filming clashes between Palestinians and Israelis, "Those are real, those are real bullets...Take care, take care, please, please!"

Also, in another conflict zone in filming, when Keith Blume interviews a woman resident of the township of Soweto, South Africa, she states, "You can see this place. We haven't got toilets. We haven't got water. We haven't got shops. And we are paying a lot of rent."



(PHOTO: Keith Blume with Desmond Tutu shortly after his release from prison.)

World Campaign Reflection Excerpt

At the beginning of the 60th year of the Universal Declaration of Human Rights:

"On this day, December 10, 1948, the United Nations adopted the Universal Declaration of Human Rights. The person acknowledged that day with an ovation at the UN as most responsible for this extraordinary achievement was Eleanor

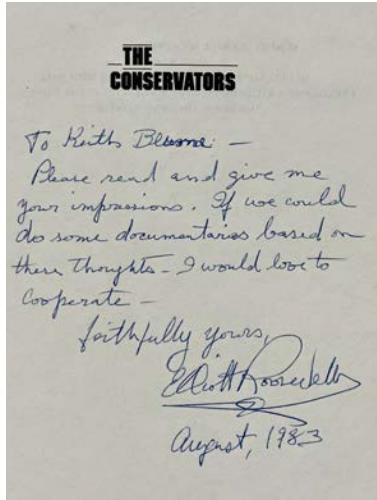


Roosevelt (photo), the former First Lady and wife of President Franklin Delano Roosevelt, who passed away three years earlier. The Human Rights declaration embodied the values President Roosevelt espoused as the reasons for fighting the 2nd World War, the worst conflict in human history, in which over 50 million people died. In August 1941, FDR and Winston Churchill issued a joint declaration on the Atlantic Charter, subsequently adopted by other allies in the war against fascism, as the embodiment of principles envisioned for the post-war world, and a precursor for the creation of the United Nations.

Elliott Roosevelt, the late son of Franklin and Eleanor Roosevelt, who wrote the forward to a book on media and politics by Keith Blume . . . reported FDR told Churchill at the meeting where the Atlantic Charter was adopted. 'The structure of the peace demands and will get equality of

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peoples.' The Universal Declaration of Human Rights embodies basic principles that apply to all the issues



addressed by World Campaign The Universal Declaration of Human Rights and the numerous related declarations, resolutions, issues, programs and actions of the United Nations over the nearly six decades since the Declaration can be

viewed and researched at UN.org."

Citizens for a Hunger Free Washington

"Lisa Blume . . . said a public opinion survey two years ago revealed that only 6 percent of the state's population believed hunger was a problem.

At that time she said, 'There were 213,000 children in Washington living in poverty, and where there is poverty, there is hunger.' She suggests that the lack of visible proof - in the form of stricken ghettos and housing projects - contributes to the problem. 'The fact that people don't see it negates the fact that it exists,' Blume said."

~ Ron Fitten, Seattle Times

"About 144,619 children under 18 in Washington are hungry and 213,000 live in families with incomes below the poverty line, said Lisa Blume . . . Experts say programs exist to feed children, but they remain underfunded. 'We don't need to go out there and re-create the wheel,' Blume said. 'We just need to reach every child in need. And right now we're not.'



The Special Supplemental Food Program for Women, Infants and Children, known as WIC, for example, serves only 43 percent of those in need, Blume said. Also, not enough schools offer the free or reduced breakfast and lunch program, she said . . . 'It is just as basic as the desk the child sits at and the chalkboard the teacher writes on.' . . Hunger not only damages children physically. It destroys self-esteem."

~ Barbara Laker, Linda Yoshikawa-Cogley and John Iwasaki, Seattle Post-Intelligencer

Planet Earth Media

The Foundation has also utilized its talents for many socially beneficial causes over the years through award-winning public service campaigns from Planet Earth Media, with the



guidance, and particularly the commitment to the most vulnerable in our communities and our world of Lisa Blume, (in production photo) who met or worked with numerous public figures, such as Secretary Hillary Clinton, Senator Patty Murray, Democratic and Republican White Houses, public health organizations and leaders, state governments and maternal health programs and women, infants and children programs throughout the nation, as well as educational, environmental programs and organizations providing basic needs and development worldwide for those in need.

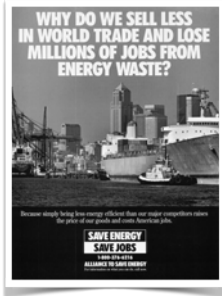
Save Energy

" . . . Planet Earth Media (PEM) conducted a highly successful national multi-media public service advertising



(PSA) campaign for the Alliance To Save Energy . . . The Campaign was funded in part by the Department of Energy and the Environmental Protection Agency. As the former

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Director of Communications at the Alliance, I had the honor of coordinating this national effort with PEM staff . . . [Planet Earth Media] PEM developed, produced and distributed the Campaign . . . PEM obtained over \$10 million dollars worth of free placements. Alliance staff, partners, associates and

supporters regularly viewed the PSAs on television and heard the radio PSAs. Based on the early success of the campaign, the Alliance obtained additional funds for PEM to coordinate an effective multi-state expansion of the national campaign . . . One of the PSAs entitled "Save Earth" received the prestigious International Broadcasting Award for best commercial in the world on the environment . . . One of the many highlights for the Alliance during the campaign was Vice President Al Gore describing the Campaign To Save Energy as the new standard for the industry and urging other agencies and organizations to undertake such projects.

~ Mary Ann Gourlay, Assistant Dean and Director of External Relations, Medill School of Journalism, Northwestern University

YMCA

"Impressed, Yes! But it is inadequate to express my profound feelings for the foundation and the staff. Working with you on the YMCA commercials will be a long and fondly remembered event . . .



The great things that the Foundation has accomplished in bringing world hunger and other worthy causes to public awareness has been more than award winning! Keith and Lisa Blume are deserving of thanks from all the caring souls worldwide. Their foundation is filling a void where action is vitally needed. In my book, Keith and Lisa are worthy of 'sainthood!' . . . The Foundation staff were professional . . . actually more than professional. They were warm and caring people that worked with dedication and enthusiasm.

P.S. What a beautiful world it would be if more people that 'care' would put their 'caring' into 'action' as...with The Planet Earth Foundation.

~ William M. Claxton, Greater Hollywood YMCA

NOTE: The person worthy of sainthood is Bill Claxton. During World War II, he served in the invasion at Normandy and the Battle of the Bulge, earning several medals including the Purple Heart.

He devoted years to helping at-risk youth (see photo). When he passed away, the New York Daily News headlined an article about him 'Volunteer Icon'. The same article also mentioned the PSAs we produced featuring him.

Women Infants & Children (WIC)

"I am writing to thank you (Lisa Blume) for the lovely, sensitive WIC (The Special Supplemental Nutrition Program for Women, Infants and Children) PSAs that CTEH (Campaign to End Hunger) completed this year. State and local WIC staff who have seen the PSAs have said they are excellent and beautiful. I have gotten a wonderful response from every group that has seen them. Once again, your creative team has produced exceptional PSAs that are very appealing to the target population . . . We will use the PSAs to bring more clients into WIC during this period of expansion . . . The PSAs you have developed will effect the lives of many!"



~ Kristin J. Sasseen, Outreach Coordinator, Public Health Nutrition Services, WIC Program

Breastfeeding Promotion

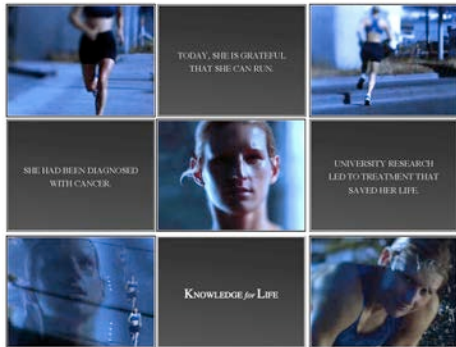


"Earlier this year, the state of Florida passed landmark legislation supporting mothers who breast feed their children. The 'breastfeeding bill' led to national media attention, with prominent coverage in the New York Times, on CNN and elsewhere . . .

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In support of the nationally acclaimed non-profit public service media program, the Campaign To End Hunger, the state of Florida, HRS and the Florida WIC program have joined forces to launch the enclosed 'Breastfeeding Is Best' television and radio public service advertising (PSA) campaign. These PSAs are designed to appeal to different ethnic groups and to all economic groups . . . Florida has the opportunity to lead the way in breastfeeding promotion in the U.S."

~ Lawton Chiles, Governor, State of Florida



Supporting Higher Education

"I want to acknowledge Planet Earth Foundation's creation, production, and distribution of television, radio, and print materials for the 'Knowledge for Life' public service announcement campaign, on behalf of the University of Washington.

Your award-winning work resulted in a series of high-quality announcements dramatizing the benefits people in our community receive from this institution, including life-saving health care delivery, improvements to the environment, and the opportunities and benefits of a college education.

The creative concepts you developed are especially powerful for carrying these messages, and the dramatic vividness of the spots made a lasting impression for all who viewed or heard them.

I am sure all who are exposed to these spots would agree. Congratulations and best wishes for future success.

~ Norman G. Arkans, Associate Vice President for, University Relations, University of Washington

Underage Drinking Prevention Development

"Thank you very much for sharing your proposal to address the increasing public health threat posed by underage drinking. I share the concerns of the Foundation and acknowledge that we need a comprehensive public health based education effort or campaign for parents, health care providers, school officials and students. There simply has been no major effort to educate on the dangers of underage drinking."

~ Patty Murray, United States Senator

(To the National Institutes of Health): I have attached a media outreach proposal that was developed by the Planet Earth Foundation in Seattle. I welcome your input on efforts at CDC to address the growing problem of underage

drinking and any efforts to form partnerships with groups like the Planet Earth Foundation."



~ Patty Murray, United States Senator

(Lisa Blume, Patty Murray, Hillary Clinton)

Child Abuse Prevention



Lisa Blume testifying before Senate Law and Justice Committee in Washington.

Governor Jay Inslee shakes Lisa Blume's hand after signing bill to change statute of limitations.



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Keith Blume with The New York Times reporter, Laurie Goldstein, discussing child sexual abuse by clergy.



Keith Blume and actor Neale Huff (who portrayed Phil Saviano in the film *Spotlight*), in Chicago.



Keith Blume working on child sexual abuse prevention at the BBC in London.

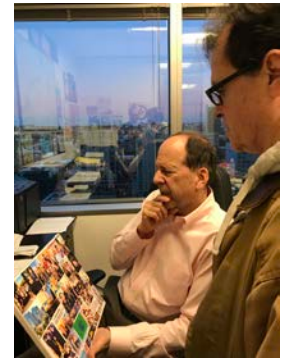


Lisa Blume with Marie Collins, former member, Pontifical Commission for the Protection of Minors



Lisa Blume with fellow survivor in CBS affiliate news story about elimination of statute of limitations on criminal child sexual abuse and expansion for adult sexual assault.

"It has been a privilege to know the Blumes and their work for the Planet Earth Foundation for thirty years. Their dedication to working for the improvement of humanity —whether it be the environment, hunger, war, disease, child sex abuse, climate change, Covid 19 vaccination or a multitude of other crucial issues—is remarkable.



~ Robert M. Kane, Jr., Esq. (Retired), Community Volunteer, special commendation for outstanding service, Attorney General, U.S. Department of Justice (left with Keith Blume right)

Clara Lippert at Ukrainian refugee protest in Berlin against Russian sexual violence of children, women and men.

