

WHEN STARS TWINKLE FOR WHALES

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By Michael Parish

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Calcoic.com Presents "Cove Red," a Whale Rights Music Video Retort to "Earth Day" & Celebrity Boycotts of Whale Captivity.

Michael Parish of Calcoic.com casts out a new rock music video with real whale sounds set to popular whale footage to declare a new environmental campaign targeting what Michael calls, "anemic pittance to the earth, non-humans and future generations via Earth Day and celebrity boycotts... meanwhile the human legacy for stewardship on this planet is literally a criminal crying shame."

"Out of the frying pan as a slave whale in captivity and into the fire as a 'free' sea mammal in an increasingly hazardous ocean... does a whale fall in the forest if a celebrity doesn't make a stink about it?" Michael Parish, director at calcoic.com, continues: "The main purpose of this not-for-profit 'whale rights, rock song retort' is to demand, in whale song, celebrity icon status for whales. (Dolphins are whales too!) Giving them celebrity status with body guard like protection from oil spills, garbage, nuclear and toxic waste, climate change, overfishing, brutal illegal whale hunts, military sonar and ocean bomb testing, all of which occur daily in the 'whale habitat' outside of the sterile tanks of whale captivity."

Michael retorts: "Does a concerned, unknown activist have to grab a neon whale banner, light oneself on fire and run naked onto the field at the super bowl to make news and raise concern about whales? Or is an occasional celebrity public belly ache about animal rights or cramming the dedication of everything non-human and environmental into one ignored holiday enough?" According to Michael, there are seven basic ways or stages, beyond hope, prayer and miracles, to represent the rights of the voiceless and vote-less (non-human and the unborn):

"First stage: There outta be a law protecting whales (like the Endangered Species Act, enforced). But congress can barely tie their shoes right now. So second stage: sue the jerks that are violating whale rights (like Mass. vs. EPA). But representing the 'voiceless' in court, unless substantial damage has occurred to the petitioner, has been proven futile; besides, whales may not agree that just anyone is the right representative. Furthermore, almost everybody is directly or indirectly guilty of making life suck for whales, pointing the lawsuit at everyone. So third stage is to 'spread the news,' (like what was accomplished with the fact filled documentaries 'Black Fish' and 'The Cove') but the entertainment business is too competitive. Fourth stage of representing whales: 'Protest.' (March and make a big fuss publicly like environmental activists.) Fifth stage: 'Use nonviolent force' (like the 'Sea Shepard' group and physically defend whales). Never mind the prison stay. Sixth stage of protecting whales, perhaps should be the first, 'Boycott' (just don't buy into anything that is directly or indirectly harmful to whales). But who looks beyond the price? Seventh approach: 'Whale celebrations and art' (like writing a whale rights song or taking a day off to celebrate whales); well... this may not accomplish much but it is better than lighting oneself on fire to get people's attention."

In conclusion, Michael says, "All effective methods to protect whale rights are best leveraged with a good public relations campaign and who better to attract the public's attention, like moths to a magnetic light, than music and movie icons. If I were a star, I would shine a light on two key facts": Fact: people have consumed more resources in the last 50 years than in all human history (EPA.Gov). Fact: fully half of the planet's higher life forms could be gone within 100 years with species loss rising from the current 100-1000 times the prior human over population era to a 10,000 times greater rate (Harvard biologist E.O. Wilson). Michael asks, "Does this generation alone have the right to extract every drop of oil, pound of coal, pocket of natural gas and mine-able element... while in the process trampling over water aquifers, ecosystems, wildlife and future generation rights? Representing the precious rights of the voiceless and vote-less is no doubt, one of the greatest purposes and legacies of this and any generation." Contact:

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