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Mixing good fun with green messages

Videos help promote JBLM sustainability

By Dean Siemon/Northwest Guardian

Published: 01:38PM February 27th, 2014

To promote environmentally friendly lifestyles, Joint Base Lewis-McChord leaders recently filmed two videos to post online.

The videos, part of a 12-month Sustainability Campaign Plan, combine green environmental messages with humorous scenes featuring JBLM commander Col. H. Charles Hodges Jr. and deputy joint base commander Col. Anthony Davit. Leaders hope the light-hearted approach will anchor serious messages about conservation.

“We didn’t want just another training video to just look at,” said Miriam Easley, JBLM sustainability outreach coordinator. “We wanted to have an attention grabber.

“(The videos) are a little informative, a little funny and maybe even a little bit cheesy,” Easley said.

It’s a new way to promote sustainability on the base since the program was developed in 2002.

While it was the program’s first time creating movies, the informative short films were made in good fun. Hodges said “life is too short” to be serious all of the time.

“There’s nothing that says you can’t have fun while working,” Hodges said.

Hodges, Davit and Easley started filming portions of the two films to be released on YouTube — one for February’s air quality month and another for March’s water resources month.

The only film equipment used was a basic Flip camera and a tripod.

“It’s low-tech, low-budget, quick and easy,” Easley said.

For the air quality film, Hodges shows the different options of mass transit to get around the installation after being “challenged” by Davit not to use his personal vehicle to get to the day’s meetings.

The two-to-three minute film will highlight the Pierce Intercity Transit Vanpool, taking advantage of the break in rain to walk down Liggett Avenue to I Corps, riding the JBLM Shuttle Bus and conclude with Davit picking Hodges up on a tandem bicycle.

“Traffic is terrible, so anything you can do can help,” Easley said. “There are things that you can do, that anybody can do, that are easy to do.”

The second video focuses on the importance of water conservation and how everything that goes down the drains flows into the Puget Sound — like a Frisbee that gets away from Hodges and Davit and falls into a nearby storm drain.

This leads to the two on a search for the Frisbee by diving and kayaking in Steilacoom with scenes filmed Feb. 23.

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Dean Siemon/Northwest Guardian
Col. Anthony Davit, left, and Col. H. Charles Hodges film an environmental awareness video.

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