

ACCELERATING THE revolution

“there’s a revolution going on—we’re just trying to make it move quicker,” says activist Adam Werbach. At age 23, he became the youngest president of the Sierra Club and quickly transformed the seasoned environmental lobbying group with his youthful passion and adroit use of the new tools of political activism: cell phones, faxes, e-mail and a dynamic Web page.

Werbach, now 26, has formed Act Now Productions to create the environmental TV show *The Thin Green Line* for Outdoor Life Network, a cable network seen in 20 million homes. Act Now also applies the lessons learned by the Sierra Club to help other activist groups get their message out. “We’re trying to open up technology to people who have social consciences and want to move the world forward,” says Werbach.

Fascinated by the reach of the Web, Werbach has plans for a downloadable music-compilation album that will benefit Circle of Life, the forest protection group that supports Julia Butterfly, an activist who’s lived in a tree for more than a year and a half to call attention to the environment. He also wants to stream new TV shows directly from Act Now’s Web page. Werbach even briefly flirted with the idea of running for mayor of San Francisco.

“I’m an optimist and an idealist,” says Werbach, who carries a cell phone, laptop computer and digital camcorder with him up trees and down rapids all over the world. “Young people are angriest about the fate of our oceans and the fact that the skies are still black from smog in some places. And those young people have been playing with computers and video games all their lives. So if we can turn that technological understanding into political will, then we’ll have something.” — *Michael Giltz*

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