

Script

In this episode, we will look at collective identity on the West Coast, through the lens of the great outdoors, exploring how the natural land and climate has moulded the culture of people on the West Coast through factors such as ecotourism, outdoor clothing, and outdoor sports.

Personal hook (intro)

Collective intro (not in script)

Personal intro

In this episode, we will look at collective identity on the West Coast. Through the lens of the great outdoors, we will explore how the natural land and climate has moulded the culture of people on the West Coast, looking at driving factors of change such as ecotourism, outdoor clothing, and sports.

Common Class Introduction

“Although the first European settlement on the West Coast was established in 1769, it didn’t experience much population growth until 1850 when gold was discovered in California. This was followed by a series of gold rushes and more growth which capped off in the 1940’s.

At the start of the 20th century, the West Coast was in the midst of industrialization with most people working urban industrial jobs in cities like San Francisco, Portland, Seattle, and Vancouver. The lives of people who lived in these cities had little to do with the mountains and the wilderness that surrounds these cities, being caught up within the urban fabric of these industrial metropolises. Their lives were vastly different from those of the people who had lived on the West Coast before settlement and industrialization as the people native to the West Coast were very close to nature, understanding its usefulness for the body and the mind. European urbanites were on the other hand, were vastly out of touch with the natural wilderness.

Today, the outdoors are an integral part of West Coast culture, with many people finding new ways to interact with nature everyday. But how did we get here?

The natural beauty of the wilderness on the West Coast has always drawn nature enthusiasts to go hiking, surfing, skiing, and generally enjoying the wonders around them. These people would be the first to spread that joy of being in the wilderness with others in the area. As time went on, the amount of people going hiking and surfing increased.

...

As the personal wealth of people living on the West Coast grew, the people could afford to let the natural beauty of the mountains draw them in and spent more time outside. This was in parallel to the adoption of the car which, while causing the destruction of nature near the city to make way for suburbs, also allowed people to spontaneously go and immerse themselves in the wilderness. These masses could, literally, follow in the footsteps of the original true nature enthusiasts who had dedicated much of their lives to the mountains. This sudden explosion in the interest of the outdoors led to an ability for the average person to access outdoor resources such as clothes, equipment, and guides.

Industries began to arise, with brands and resorts opening and operating from the early 60's and onwards.

The first people to climb the Chief climbed it in 1961. El Cap was climbed in 1958. The first climbing gym to open in Vancouver opened in 1993. In San Francisco, the first opened in 1995. In Seattle, 1987. Today there are 91 climbing gyms in California and over 200 on the whole West Coast.

- Include interview afterwards with anecdote about the progression of climbing and the climbing industry. Maybe ask Julien's dad because he's into that stuff (he's also 60)
 - How do you think climbing and the climbing community have developed since you started back in the day?
 - What influence do you think climbing has had on mainstream West Coast culture and identity?

Pategonia was created in 1973, arc teryx 1989, North Face 1964, MEC 1971, Osprey (backpacks) 1974, Outdoor Reaserch 1981, lululemon 1998. All of these are now million dollar brands which are recognized worldwide and even considered stylish.

As for ski hills, Whistler opened in 1966, Cypress in 1972, and Seymour in 1984.

Mountain biking on the North Shore of Vancouver became popular in the 90's with legendary trails popping up.

Interview:

Going hand in hand with the clothing industry growing a new branch, West Coast residents could now engage safely and properly with the environment. Ordinary people would start hiking, surfing, skiing, climbing, and mountain biking and this was all due to the people who made that stuff possible. The trail builders, the surf lesson companies, the operators of the ski resorts, and so on...

Interview some people

These people have built the foundation that helped integrate outdoor sports into the collective identity of people from BC to CA.

(List timelines of companies and people who represent the popularization of outdoor sports seen above)

Interview:

The last piece in the timeline of how we got to where we are with the people of the West coast and their relationship with the climate that surrounds them, is ecotourism.

Although the wilderness surrounding the areas has become a very important and cared for subject, there is certainly an industry that has been built around showcasing and selling the mountains, lakes, forests, beaches, and oceans that live on the West Coast.

Interview:

Living on the West Coast means interacting with nature, and the earth all around us. The outdoors are a keystone in the arch of collective identity on the West Coast, meaning it is also part of the way of life. People find themselves connected and protective of the nature, and there is a sense of pride in having beautiful natural surroundings, while also being famous to the rest of the world for having beautiful natural surroundings.

Interview?

As the urban world has been developed, the “great outdoors” became more distant than ever. But, those who knew how important the natural land is created new ways to re integrate the wonderful places the area had been blessed with into the West Coast culture. People are evermore environmentally conscious and try to protect the nature, because it’s a part of the collective identity. Even though they sell their nature as a touristy destination which people come to experience, there will always be and has always been a pride in living somewhere so nice. Walking down the street in an urban city on the West Coast, you will see the outdoor attire, the equipment, the people soaking in the climate, and that’s all due to the fact that the environment is a keystone in the cultural identity that is shared over the entire Coast.

▼ Chat GPT version of script

[Opening Shot: Breathtaking aerial view of West Coast landscapes]

Narrator: In this episode, we embark on a journey to explore the collective identity of the West Coast, shaped by the majestic embrace of the great outdoors. From the rugged coastlines to the towering mountains, we delve into how nature has woven its influence into the fabric of West Coast culture, igniting a passion for ecotourism, outdoor pursuits, and a deep connection to the land.

[Historical Footage: Scenes of early settlers and bustling cities juxtaposed with untouched wilderness]

Narrator: Although European settlement on the West Coast dates back to 1769, it wasn't until the Gold Rush of 1850 that the region experienced a significant population boom. Amidst industrialization in the early 20th century, urban life in cities like San Francisco, Portland, Seattle, and Vancouver overshadowed the natural beauty that surrounded them. However, for the indigenous peoples of the West Coast, harmony with nature was intrinsic.

[Transition: Time-lapse of urban sprawl giving way to expansive landscapes]

Narrator: Fast forward to today, and the outdoors have become synonymous with West Coast living. The allure of hiking, surfing, skiing, and other outdoor activities draws enthusiasts from all walks of life. But how did this cultural shift occur?

[Montage: Scenes of outdoor enthusiasts enjoying various activities]

Narrator: As personal wealth grew and the automobile became ubiquitous, more people found themselves drawn to the untamed wilderness. Brands like Patagonia, Arc'teryx, and The North Face emerged, providing gear that empowered individuals to explore nature safely and comfortably.

[Transition: Vintage advertisements and footage of iconic outdoor brands]

Narrator: Ski resorts like Whistler and Cypress opened their doors, inviting thrill-seekers to experience the exhilaration of mountain sports. Meanwhile, trailblazers and surf instructors paved the way for novices to immerse themselves in the great outdoors.

[Cut to Interview Footage: Conversations with outdoor enthusiasts and industry pioneers]

Narrator: These trailblazers not only popularized outdoor sports but also laid the groundwork for ecotourism—a burgeoning industry that celebrates and preserves the natural wonders of the West Coast.

[Transition: Scenic vistas and eco-friendly resorts]

Narrator: Today, living on the West Coast means more than just inhabiting a geographic location; it's a way of life intertwined with the rhythms of nature. From protecting the environment to embracing sustainable practices, West Coast residents exhibit a profound respect for the land they call home.

[Closing Shot: Sunset over a pristine coastline]

Narrator: As we stroll through the bustling streets and scenic trails of the West Coast, it's evident that the outdoors isn't just a pastime—it's a cornerstone of our collective identity, uniting us in our love for the land and sea.

[End Credits Roll]