

# "RADIO GREEN EARTH"

Weekly Program Promoting Environmental Education and Awareness

**CONCEPT:** One hour weekly radio program discussing Environmental topics and issues confronting South Florida. Presented as a conversation on the environment with multiple points of view. Designed to be informative, educational and entertaining.

**TOPICS:** Topics will cover the entire spectrum of environmental issues such as water conservation, global warming, alternative energy and fuels, green building, indoor and outdoor air quality, product recycling and reuse, impacts to natural resources and green products.

**GUESTS:** Guests will be experts on environmental topics and include government policymakers, university researchers, and regulatory officials; authors, writers, journalists in the environmental field; Green builders, service providers and product manufacturers; Green businesses, consultants and environmental associations.

**AUDIENCE:** Target Audience will include environmental professionals and advocates, business owners and homeowners interested in learning more about the value of environmental stewardship and the economic benefits of being green. Children and young adults wanting to learn more about environmental issues.

The show is co-hosted by two professional environmental consultants, one with radio show experience.

## WEEKLY PROGRAM FORMAT

Opening - 2 minutes

Intro Show Theme or topics; announce guest(s) and other segments.

Environmental News - 3 to 5 minutes with 1 to 3 environmental news items related to South Florida.

### FIRST BREAK

Interview 1: First topic and guest: 12 minutes

### SECOND BREAK

Second Half: Either Continuation of 1<sup>st</sup> Interview or start 2<sup>nd</sup> topic and Interview.

### THIRD BREAK

Green Tip of the Week - Ways to make your home, business, lifestyle greener.

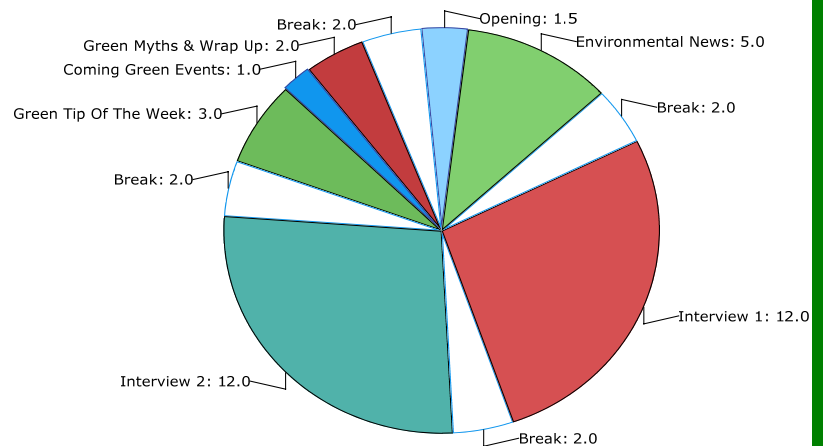
Green Calendar - What's going on around south Florida re: environmental and green events

Green Facts and Myths - Facts and info about the environment you might not be aware of or thought were true.

### FOURTH AND FINAL BREAK

Wrap Up and Sign off - 60 seconds. Wrap up of today's show; thank guests, re-announce resources and links to learn more; preview next week's show; thank sponsors and underwriters.

## Radio Green Earth



**SPONSORS:** Green Builders, Service Providers, and Product Suppliers; Architects, Developers, Contractors, Landscapers, Environmental Consultants and Law Firms; South Florida Water Management District and Environmental Nonprofits; Florida Power and Light; Food Retailers and Restaurant Owners; Local Resorts and Marinas; Agricultural Interests.

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