

# natural HOME *Living*

LIVING WISELY. LIVING WELL.



**THE POWER  
OF AUTHENTICITY**

- engagement
- clarity
- reach



# POWER OF AUTHENTICITY

*Natural Home Living*, thirteen 30-minute episodes that broaden into companion Web sites, digital extensions and print components, will leverage the reach and credibility of American public television to provide sponsors with the most believable messaging environment in the green media space today.

*Natural Home Living* offers what no other green media can: A clutter-free environment on the nation's most trusted media platform, with the most authentic print/online partners, aggregating the largest, most engaged audience with more conscientious consumers than anywhere else. *For companies that want to engage – truly engage – the minds and hearts of eco-conscious consumers, that's a critical distinction.*

*Natural Home Living* draws its content from the rich editorial resources of Ogden Publications' GreenCore magazines, *Natural Home*, *Mother Earth News* and *Utne Reader*, trailblazing experts in ecolifestyle journalism.

*Natural Home Living* will find the sweet spot with the national audience with being-green tips basic enough to inform the majority of viewers and advanced enough to provide real journalistic exposition of widely touted green "solutions" consumers want. The series' style – clear, informative, authoritative, compelling, and viewer-friendly.

## THE POWER OF THE BRAND

The advent of the Planet Green cable channel in June 2008 invites scrutiny of the relative effectiveness of the PBS and cable platforms: PBS's ability to move viewers to patronize sponsors far outstrips that of cable networks.

According to the Harris Interactive Study "PBS Sponsorship – Awareness and Impact on Quality Perceptions" (Aug. 2006) 67 percent of viewers would choose to purchase from a company that sponsors PBS, all other things being equal.

For cable audiences, in contrast, a Beta Research Brand Identity Study (April 2008) found that only 23 percent of subscribers said they were more likely to buy products advertised on HGTV and Food Network, the networks offering the best results. The average broadcast network got only a 9 percent response. PBS was not included in the Beta study.

Why does PBS outperform every other network by such a huge factor? It's the credible programming and the non-commercial transparency that is its singular attribute.

PBS's strength lies in the power of its brand and its wide distribution, which are enhanced by the public television system's integrity and believability, programming diversity and excellence.

*Natural Home Living* on public television is the perfect vehicle for your sponsorship.

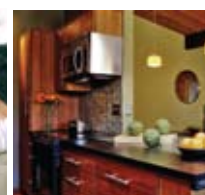
## GREEN NOISE, GREEN WASHING, GREEN FATIGUE?

Marketing "green" has only just begun and already it's time to reassess strategies and refocus campaigns as the growing green noise threatens to drown out, distort or dilute your message.

Green noise — static caused by urgent, sometimes vexing or even contradictory information on the environment played at too high a volume for too long — is a genuine concern for marketers.\*

*Natural Home Living* stands out as the solution.

\*"That Buzz in Your Ear May Be Green Noise," NY Times, 6/15/2008



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# THE IMPACT OF SCALE



## UNPARALLELED MEDIA IMPACT – UNMATCHED REACH

The *Natural Home Living* series is the broadcast anchor for a powerful cross-platform strategy. A coordinated Web network comprising the series site, four Ogden sites and PBS-affiliate station sites, along with a robust print promotional campaign in the three Ogden GreenCore magazines, will drive viewers, readers and users to diverse project components.

*First Season Episodes' Total Reach = 69,878,000 Viewers, Readers and Visitors*

**BROADCAST TELEVISION:** The PBS environment is the perfect, credible television platform for deeply engaging consumers who care about the environment and healthy living. First season's 13 episodes will reach a minimum 75% of PBS member stations with 3,812,000 viewers for each episode (premiere and three encore airdates). Cumulative projected viewers for the premiere season: 49,466,000. Sponsor's spot (15 or 30 seconds) is aired at head and tail of each broadcast.

**PRINT:** *Natural Home* magazine, *Mother Earth News* and *Utne Reader*, the most trusted sources of information in their field, add editorial expertise and another 10,577,000 readers for underwriters' bonus advertising – from 13 to 52 pages – plus additional promotional consideration.

**WEBSITES:** Five websites ([NaturalHomeLiving.com](http://NaturalHomeLiving.com), [NaturalHomeMagazine.com](http://NaturalHomeMagazine.com), [MotherEarthNews.com](http://MotherEarthNews.com), [Utne.com](http://Utne.com) and [EarthMoment.com](http://EarthMoment.com)) add further reach and impact with 819,000 unique monthly visitors totalling 9,835,000 unique visits annually. The network sites can provide program sponsors with customized and branded content, banner advertising and promotion.

**WEBCASTS:** Podcasts, streaming video, mobilecasts and other digital distribution will reach a worldwide audience through such services as iTunes, YouTube, Hulu, Blinx, Brightcove, Joost, Veoh and various RSS syndicators. Underwriter messages remain a part of downloaded episodes and can be part of streaming segments.

**DIGITAL NETWORKS:** The *Natural Home Living* brand will maintain a presence in social and group networking sites such as Facebook, My Space, CollectiveX, Twitter and Ning.

**DVD:** The premiere season DVD will include all 13 season episodes (with underwriter spots) and bonus content. Underwriters have the option of including long-form corporate video on the DVD and the rights to distribute the DVD to its constituencies and customers.

**LIVE EVENTS:** Underwriters have the option of lead sponsorship of a multi-city sustainable-living expo and conference that will travel to key markets, presented in cooperation with the local PBS affiliate coordinating local promotion and tie-ins with underwriter's local outlets and distributors.

# PROGRAM ELEMENTS

- 00:00 - 00:20 Tease: Highlights episode content.
- 00:20 - 01:20 Underwriter Spots
- 01:20 - 01:45 Opening Title Sequence
- 01:45 - 02:30 Host Intro: Welcomes the viewer and previews the week's episode.
- 02:30 - 03:00 *Convenient Truths* shows how to get green without breaking a sweat. Drink organic beer, change a bulb, eat locally, buy good clothes.
- 03:00 - 05:30 *Everyday Solutions* walks viewers through simple choices they can make today for a healthier, sustainable life style. Guest experts demonstrate practical tips.
- 05:30 - 07:30 *The Good Life* focuses on natural ways to enhance home living, with a focus on comfort, artfulness and fun. Eco-istas report on great ideas for food, furnishings, fashion and travel.
- 07:30 - 11:45 *The Green Dream* showcases America's premier natural homes, often designed or retrofitted by leading architects. *Extreme Green* profiles homeowners who have taken their commitment and their personal space to the max. *Code Green* features a make over segment with a team of eco-expert designers who answer the question: Can this home be greened?  
Note: These segments are in periodic rotation. They are presented in two parts during the program.
- 11:45 - 13:15 *Buyer Aware* showcases new product(s) that are nontoxic, biodegradable and Earth-friendly. Includes personal care, mind/body/spirit, healthy home, sustainable gardening, eco-tools.
- 13:15 - 15:00 *Earth Movers* profiles people who make a difference by creating green projects, artwork, businesses, products or community initiatives.
- 15:00 - 19:30 *The Materials World* explores the range of green building supplies and techniques – from solar panels and energy-efficient framing to nontoxic paints and natural flooring.
- 19:30 - 23:00 *The Green Dream*, *Extreme Green*, or *Code Green* concludes.
- 23:00 - 23:15 Q&A or *Factoid* illuminates sustainability trends and statistical data.
- 23:15 - 24:45 *Bringing It Home*: Robyn Griggs Lawrence, editor of *Natural Home* magazine and author of *The Wabi-Sabi House*, invites viewers into her daily life, sharing the ways she tries to live wisely and well in the real world.
- 24:45 - 25:15 Host Outro
- 25:15 - :25:45 Credit Roll
- 25:45 - 26:45 Underwriter Spots



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\*Program elements and episodic contents are subject to change.

# THE PBS ENVIRONMENT

## REACH

PBS is the most trusted media brand in America with the most respected television programming in the world. Its 354 member stations reach 99 percent of U.S. television-viewing households. Some 80 million people in almost 50 million households watch public television during an average week, significantly greater than that of any cable network's audience. The PBS audience is almost double the size of the History Channel's, more than twice the size of A&E's and Discovery's, and five times that of Bravo's. Millions of Americans visit PBS.org each month, making it one of the most trafficked dot-org websites in the U.S.

## OPPORTUNITY

With far fewer non-programming minutes per hour than any of the commercial networks, public television delivers your message in a program-rich, clutter-free environment. Public television underwriting offers a unique opportunity to demonstrate your company's commitment to conscientious living within the high-quality PBS environment and to gain the loyalty of its audience, which is affluent, well-educated, active and brand loyal. The demographic breakdown of the PBS audience reflects the overall U.S. population with respect to race/ethnicity, education and income. Yet, the PBS viewer is significantly more engaged than the typical consumer in such areas as civic and cultural activities.

For instance, in comparison with the U.S. average, PBS viewers are:

- 79% more likely to own \$150,000 in stocks
- 58% more likely to be a member of local government
- 51% more likely to belong to a civic club
- 47% more likely to be a book club member
- 43% more likely to attend museums
- 43% more likely to be involved with charitable organizations
- 32% more likely to have used money management or financial counsel
- 28% more likely to own a vacation/weekend home
- 21% more likely to have taken adult education classes in the last year
- 17% more likely to have completed post-graduate study
- 14% more likely to own a home valued at \$500,000 or more

Charter underwriters receive a vested position in a media-leading franchise that is sure to grow. Underwriters are guaranteed first right of renewal to maintain their position for successive seasons and spin-off projects.

Visit [www.pbs.org](http://www.pbs.org) for more information.

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**PBS**

*Source: Mendelsohn Affluent Survey, 2006*

# OGDEN PROFILE



Ogden Publications is the nation's premiere green- and sustainable-focused media company, aggregating the largest, most engaged core audience of eco-conscious consumers in the country.

With 2.5 million readers and 1.5 million unique online users, the Ogden group of conscientious magazines – *Natural Home*, *Mother Earth News*, and *Utne Reader* – comprises the leading edge of today's environmentally conscious consumers, individuals whose values and priorities are closely aligned with sustaining a healthy planet.

That's not to say they live off the grid – this audience, while ranking higher in education and income than the overall U.S. population, is generally mainstream. What sets them apart is their engagement – their hands-on interaction in their communities: as public speakers and private composters, values-driven DIYer's and opinion leaders. They are responsible citizens. That means trying to live in an eco-friendly way – recycling, retrofitting their home with eco-friendly products, and eating sustainably and locally. It also means supporting companies that reflect the same values.

More than 90 percent of the Ogden conscientious readers strongly prefer products from companies that they believe are working to support the environment. Moreover, the majority of the Ogden conscientious readers evangelize on behalf of causes, companies, and media they believe in, and because these readers are highly 'networked,' an impression made to one individual is leveraged across an entire community.

While each Ogden magazine focuses on different aspects of the conscientious lifestyle, together they bring unprecedented scale and impact.

*Natural Home*: As the country's only magazine and website dedicated to 'green' building and remodeling, and sustainable lifestyles, *Natural Home* is the unchallenged authority in the space. With each issue it provides inspiration, resources and practical advice in a format that makes one thing perfectly clear: green really is beautiful. [www.NaturalHomeMagazine.com](http://www.NaturalHomeMagazine.com)

*Mother Earth News*: The original environmental magazine, *Mother Earth News* has been showing readers how to live in harmony with nature (and more efficiently) since the environmental movement began in earnest in 1970 with the first Earth Day. Today, they're at the forefront of the 'living wisely' revolution. [www.MotherEarthNews.com](http://www.MotherEarthNews.com)

*Utne Reader*: In the 1980s, *Utne Reader* rejuvenated independent thinking and writing as a magazine that celebrated both. It still does, by bringing the best of the independent press – essays, reviews, profiles and news – to its impassioned readers in a way that connects their thinking life with their living life. *Utne* articles locate the reader where she lives, with awareness, empathy and empowerment. [www.Utne.com](http://www.Utne.com)

Visit [www.OgdenPubs.com](http://www.OgdenPubs.com) for more information.

Source: Group SJR 2007



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# SIMONPURE PROFILE



The key producers at SimonPure Productions have created, produced and managed numerous media properties that focus on lifestyle, culture, the environment, sustainability, art and design, civic issues, and community building. They share an extensive background in print journalism, having founded, published or edited a combined total of eight weekly alternative newspapers among them. Each was built on distinguished news, cultural and lifestyle content.

SimonPure Productions, an award-winning Connecticut-based television production company, was founded in 1984 by Executive Producer Kenneth A. Simon. Senior Producer Geoffrey F.X. O'Connell joined the company in 2000. Producer Linda Matys O'Connell joined in 2008.

Simon founded one of the nation's first alternative newsweeklies, *The Syracuse New Times*. During his 11 years in Syracuse he led the weekly newspaper to prominence with its groundbreaking coverage of the environment, culture, media, business and politics. The Syracuse paper and *The Ithaca Times*, another newsweekly Simon founded, have received hundreds of awards for journalistic excellence.

Geoff O'Connell was a pioneering editor and co-owner of *The New Times* in Phoenix, serving as the company's president. He teamed up with Linda Matys at the Advocate chain, which she co-founded in New England and in New Orleans. Together they founded San Antonio's *Current*. Geoff's investigative teams earned hundreds of national and regional awards.

Simon and both the O'Connells are recipients of the prestigious Amos Tuck/Champion Award for Economic Understanding. SimonPure programs have won many regional and national awards, including three Emmy awards, 18 Emmy nominations and the American Bar Association Silver Gavel for Legal Reporting.

Since starting SimonPure Productions, Ken Simon has produced, written and directed numerous programs for public television. His nationally broadcast documentaries include *The Mark of Uncas*; *Colt: Legend & Legacy*; *Left to Die*; *Schemitzun!*; and *USS Nautilus*. Simon has also created many programs broadcast on Connecticut Public Television, including nine documentaries in The Connecticut Experience series, cited as the best state humanities project in the nation. His most recent project is *Working the Land: The Story of Connecticut Agriculture*. He also produced the PBS pledge concerts *Carole King: A New Colour in the Tapestry* and *A Tribute to Harry Chapin* and was post-production producer of *The Eagles: Hell Freezes Over*.

Geoff O'Connell wrote, produced and directed a 17-episode series, *Gray's Sporting Journal* for Outdoor Life Network. The travel-adventure film series won the coveted "Teddy Award" presented each year to the top conservation-oriented outdoor show on television. He and Linda later contributed to a number of NPR affiliates, including filing reports for "Morning Edition" and "All Things Considered." He has been a consultant to CBS News and served as program consultant/producer on two concerts for public television, *I Want to Hear the Bells*, and *Christmas Is Coming* (with Vanessa Williams and Ossie Davis).

Linda O'Connell hosted the *Womankind* series for Connecticut Public Television. She served as editor of New Orleans and San Antonio magazines and oversaw Features Departments for Times-Mirror, Tribune and Gannett newspapers.

Please visit [www.SimonPure.com](http://www.SimonPure.com) for more information.

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PRODUCTIONS