

# natural HOME *Living*

LIVING WISELY. LIVING WELL.



**THE POWER  
OF AUTHENTICITY**

- engagement
- clarity
- reach





PRESENTS

# natural HOME

*Living*

LIVING WISELY.

LIVING WELL.

PREMIERING 2009  
ON  
PBS TELEVISION STATIONS NATIONWIDE

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Treatment by Kenneth A. Simon, Geoffrey F.X. O'Connell & Linda M. O'Connell  
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# 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.

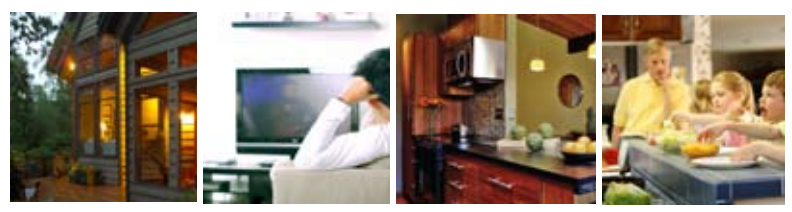
## GREEN NOISE, GREEN WASHING, GREEN FATIGUE?

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



natural  
HOME  
*Living*

# 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 ties-in 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



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

# EPISODE 101

TEASE → UNDERWRITER SPOTS → TITLE SEQUENCE → HOST INTRO

## CONVENIENT TRUTHS

Kids hate bath time? No problem. The convenient truth is a shower takes up to four times less energy than a bath. Bonus: If you start the wee ones on showers as young as you can, you won't buy as many plastic bath toys.

## EVERYDAY SOLUTIONS

Fresh and Clean: Let your creative flair for healthy materials shine in the laundry room. Check out Earth-friendly washers and dryers.

## THE GOOD LIFE

Imperfect beauty: The ancient Japanese concept of wabi-sabi celebrates all things natural, humble and primitive. It's an apt antidote to today's sleek, technology-saturated world.

## FEATURE: EXTREME GREEN (first look)

When Emily and Boyd Tinsley take a break from touring with The Dave Matthews Band, they rock, roll and rest with their children in a luxurious, but "green" log cabin home in the woods of Virginia. It's down-home, but nontoxic; salvage-yard chic, but with a sauna, Jacuzzi and recording studio.

## BUYER AWARE

Wheat-based kitty litter is just one of the new eco-friendly alternatives for your pets' needs. Botanical dog shampoos, organic dog treats and electrolyzed oxidizing water for first aid are among the other options in this growing market.

## EARTH MOVERS

Actress turned organic herb farmer Marsha Mason is leading a movement to restore damaged rivers in New Mexico.

## THE MATERIALS WORLD

Natural stones and tiles can make your bathroom safer and cut down on problem mildew and fungus. You can even recreate a rocky New England beach for a healthier, easier-to-maintain floor—and you get a free foot massage every morning.

## FEATURE: EXTREME GREEN (second look)

## Q & A

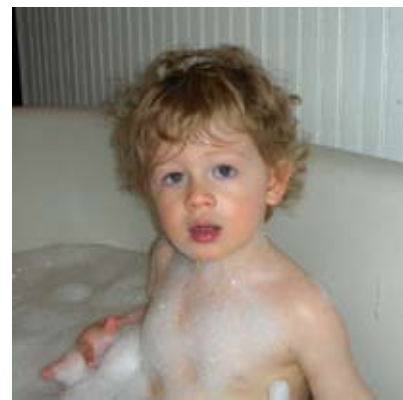
Q: Are some fruits and vegetables more likely to be contaminated with pesticides than others?

A: Yes. Here's what they are and why.

## BRINGING IT HOME with eco-ista Robyn Griggs

Climbing the New Food Pyramid

HOST CLOSES SHOW → CREDIT ROLL → UNDERWRITER SPOTS



# EPISODE 102

TEASE → UNDERWRITER SPOTS → TITLE SEQUENCE → HOST INTRO

## CONVENIENT TRUTHS

Which is easier for you, running a dishwasher or hand-washing dishes in the sink? The convenient truth is that running a full dishwasher is more water-efficient than hand-washing.

## EVERYDAY SOLUTIONS

A quick change to a natural home can start in the bedroom, where organic, hypo-allergenic mattresses and pillows are replacing the chemical-heavy synthetics.

## THE GOOD LIFE

A Place to Call Om: Meditation spaces offer an antidote to the frenetic dot-com world. We lay out the basics for creating a natural getaway where your mind can take regular mini-vacations.

## FEATURE: EXTREME GREEN (first look)

Once "Titanic" director James Cameron was "king of the world," he undertook another big project – doing his part to preserve it. His home's conversion to solar is on the same scale as his blockbuster films.

## BUYER AWARE

The VeriFlora Certified Sustainably Grown label is a guarantee that flowers and potted plants have been produced in an environmentally and socially responsible way. What does that mean?

## EARTH MOVERS

The founders of Green Karat support putting an end to destructive gold and diamond mining. Believing that permanent change will ultimately occur through consumer buying decisions, they offer fine jewelry fashioned from recycled precious metals and gems.

## THE MATERIALS WORLD

Hit a wall? Gave up on wallpaper years ago, when vinyl seemed the only option? Times have changed – and there are more healthy and decorative paper alternatives than ever.

## FEATURE: EXTREME GREEN (second look)

## FACTOID

Running your car engine to warm it up wastes gasoline and contributes to carbon dioxide pollution. Don't do it. Modern engines do not need to warm up before you drive away.

## BRINGING IT HOME with eco-ista Robyn Griggs

I Hate My Kitchen Floor

HOST CLOSES SHOW → CREDIT ROLL → UNDERWRITER SPOTS



# EPISODE 103

TEASE → UNDERWRITER SPOTS → TITLE SEQUENCE → HOST INTRO

## CONVENIENT TRUTHS

Everybody knows that plastic grocery bags are an environmental nightmare. The convenient truth is that you can express your personal style at the supermarket by reusing your own good-looking canvas bags. Or, check out the cool utility baskets available from makers in emerging markets.

## EVERYDAY SOLUTIONS

Sorting Options: Recycling is important, but you shouldn't have to live with an inconvenient mess while you wait for recycling day to arrive.

## THE GOOD LIFE

High-end furniture companies are developing lines of unique and aesthetically pleasing tables, chairs, lamps and more from sustainably harvested woods.

## FEATURE: CODE GREEN (first look)

Can this home be greened? Real people, real problems, real solutions. First up: The Hunt household of California finds out the quick – and cheap – fixes, as well as what long-term projects lay ahead.

## BUYER AWARE

Navigating the new-world grocery cold case – from soy faux meats to tofu and tempeh.

## EARTH MOVERS

Actor Ed Norton has launched an effort in which a major solar energy provider donates a solar-power system to a low-income family for every purchase one of his Hollywood colleagues makes of a similar system.

## THE MATERIALS WORLD

Window shopping: Materials, design and location all factor into the fenestration equation. The government estimates that household energy costs could be reduced by up to 15 percent by installing more energy-efficient windows.

## FEATURE: CODE GREEN (second look)

### Q&A

Q: How much water does a leaky faucet waste each year? 30 gallons, 300 gallons or 3,000 gallons?

A: Depends on how fast it's dripping, but at one drip per second ... you'll be surprised.

## BRINGING IT HOME with eco-ista Robyn Griggs

Problems Designing the Eco-Bedroom

HOST CLOSES SHOW → CREDIT ROLL → UNDERWRITER SPOTS



# EPISODE 104

TEASE → UNDERWRITER SPOTS → TITLE SEQUENCE → HOST INTRO

## CONVENIENT TRUTHS

The average American meal travels 1,500 miles from farm to your plate. The convenient truth is locally grown produce tastes great and buying it saves energy, reduces pollution and fossil fuel use, and contributes to your community's food security and economy.

## EVERYDAY SOLUTIONS

You can have a thick, green lawn without turning your backyard into a toxic waste brownfield. Here are some quick and simple alternatives.

## THE GOOD LIFE

The ancient art of creating labyrinths can turn any garden into a refuge of spiritual contemplation.

## FEATURE: THE GREEN DREAM (first look)

When the young son of John Travolta and Kelly Preston developed a rare childhood disease, they discovered toxic chemicals – like rug cleaners – as a source of the problem. They've transformed their home to a safe, nontoxic green retreat.

## BUYER AWARE

How to be a savvy coffee-buyer – certified organic, fair trade, single-source and bird-friendly. What it all means and how the different options benefit your palate and the planet.

## EARTH MOVERS

Clothing designer Deborah Lindquist is dressing some of Hollywood's hottest stars (including Christina Applegate, Sarah Jessica Parker and Cameron Diaz) in her eco-friendly designs made with materials ranging from bamboo to hemp.

## THE MATERIALS WORLD

Photovoltaics may be the ultimate energy source for the 21st century. This primer shows how you can use solar for everything from single units to power security lights and hot water heaters to full arrays that have some happy solar-ites selling a surplus of energy. From new designs to retrofits, getting started with solar power starts here.

## FEATURE: THE GREEN DREAM (second look)

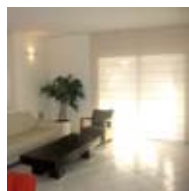
## FACTOID

You can cut your summer cooling by as much as 50 percent by shading your windows. Here are several suggestions for how to do it.

## BRINGING IT HOME with *eco-ista* Robyn Griggs

With a Little Help from a Back Hoe

HOST CLOSES SHOW → CREDIT ROLL → UNDERWRITER SPOTS



# EPISODE 105

TEASE → UNDERWRITER SPOTS → TITLE SEQUENCE → HOST INTRO

## CONVENIENT TRUTHS

We know the amount we drive is a primary factor in the size of our carbon footprint. But how can we do without our cars? The convenient truth is that avoiding just 10 miles of driving a week would eliminate about 500 pounds of carbon dioxide a year.

## EVERYDAY SOLUTIONS

Mind Your Mulch: The right mulch can add aesthetic value and save water – and money – in your garden.

## THE GOOD LIFE

Red Fish, Green Fish: It's not easy making your way through the tangled nets of sustainable seafood choices. Our celebrity chef can help.

## FEATURE: EXTREME GREEN (first look)

California Dream: Casey Coates Danson believes in saving the planet, one photovoltaic panel at a time. Her own home – the largest residential solar installation in Los Angeles – is just one more example of how chic and easy solar living can be.

## BUYER AWARE

Keep the home fires burning with a variety of heating options for those cold winter nights. We explore the ins and outs of wood and biomass stoves, masonry heaters and fireplace inserts.

## EARTH MOVERS

This Arizona family lives in a hand-built house made of adobe, stone, straw bale and native timbers. Their barely "north of the border" home is an eco-friendly and affordable 1,700 square feet, but the owners are candid about some of the challenges they faced – and mistakes they regret – in building an unconventional home.

## THE MATERIALS WORLD

Underfoot: From locally quarried stone to stained concrete in new construction to retrofitting old homes with nontoxic linoleum substitutes and natural-fiber carpets – these materials are becoming more readily available in a range of styles and price points.

## FEATURE: EXTREME GREEN (second look)

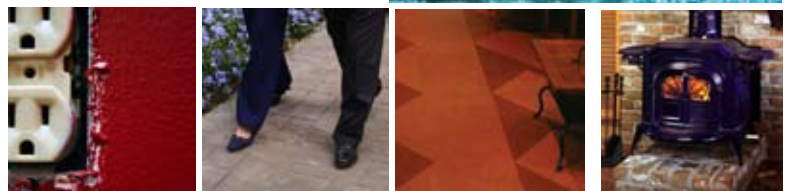
### FACTOID

Turning off your appliances and home electronics when they're not in use is not enough. They continue to draw power as long as they're plugged in. It's called "the phantom load."

### BRINGING IT HOME with *eco-ista* Robyn Griggs

Chaos Theory

HOST CLOSES SHOW → CREDIT ROLL → UNDERWRITER SPOTS



# EPISODE 106

TEASE → UNDERWRITER SPOTS → TITLE SEQUENCE → HOST INTRO

## CONVENIENT TRUTHS

Planting native plants gives your yard and garden an aesthetic panache. The convenient truth is that native plants often require less water than plants from other regions and need less special care and feeding than strangers to your environment.

## EVERYDAY SOLUTIONS

Is Your Home an Energy Hog? Take the quiz, see how you rate and get answers for what you can do right now to start saving on your utility bill while you help the environment.

## THE GOOD LIFE

How do you get the most out of your Earth-friendly coffee? A professional coffee taster helps with the brewing basics: choice of water and the filter-factor; brewing methods from basic drip machines to French presses; and the newest energy-saving one-cup technology.

## FEATURE: CODE GREEN (first look)

Can this home be greened? From diving into their own dumpster to providing water-based adhesives to the construction crew, an Austin, Texas, couple takes a hands on approach to working with *Natural Home Living* experts to make their bungalow renovation as green as possible.

## BUYER AWARE

Skin-care products that are both safe for the user and biodegradable for the environment are an essential choice for homes recycling "gray water" for gardening and lawn care.

## EARTH MOVERS

Pioneering green architect William McDonough, winner of the Presidential Award for Sustainable Development, shows off the green transformation of a barn into a simple yet elegant home.

## THE MATERIALS WORLD

Most mainstream manufacturers are developing lines of nontoxic, low-odor primers, paints and stains. Often those starting a new family become interested in greening their home after shopping for safe paints for the nursery.

## FEATURE: CODE GREEN (second look)

## FACTOID

You can buy printer paper made of 100 percent post-consumer recycled paper. Using it will save five pounds of carbon dioxide per ream.

## BRINGING IT HOME with eco-ista Robyn Griggs

New Roots

HOST CLOSES SHOW → CREDIT ROLL → UNDERWRITER SPOTS



# EPISODE 107

TEASE → UNDERWRITER SPOTS → TITLE SEQUENCE → HOST INTRO

## CONVENIENT TRUTHS

Shaving can be a pain, literally and figuratively. The convenient truth is that foregoing pristinely smooth skin at least one day a week saves water and manufactured shaving products. Consider your day without a shave a green donation.

## EVERYDAY SOLUTIONS

Here are 10 steps you can take right away to reduce fungus and mold in your home.

## THE GOOD LIFE

Lay Me Down: The bedroom is the keeper of the soul, the place where dreams are made and bodies refreshed in sweet, sound sleep. This most intimate of spaces should be the most healthy, hospitable room in your home.

## FEATURE: EXTREME GREEN (first look)

Manhattan Transfer: Tapping into the constant temperature 1,200 feet underground, a Tribeca architect pioneers the use of geothermal technology to heat and cool his rock solid, energy-efficient home. But the 28 days of a huge, noisy drill rig took some explaining to the neighbors. Here's how he made it work.

## BUYER AWARE

Shower curtains made of organic hemp with antimicrobial properties to fight mildew and unbleached, undyed towels are just two of the new products available to help turn any bathroom into an essential part of your natural home.

## EARTH MOVERS

Author Michael Ableman wants to inspire you to reconnect with your food and those who grow it. Join him on his 12,000-mile odyssey through sustainable agriculture in America.

## THE MATERIALS WORLD

Recycled wood is gaining popularity, especially when the source is rich in texture and history, such as old barn siding. Here's how to find and assess wood recycling opportunities in your area.

## FEATURE: EXTREME GREEN (second look)

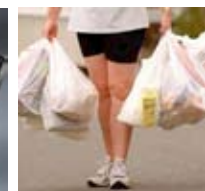
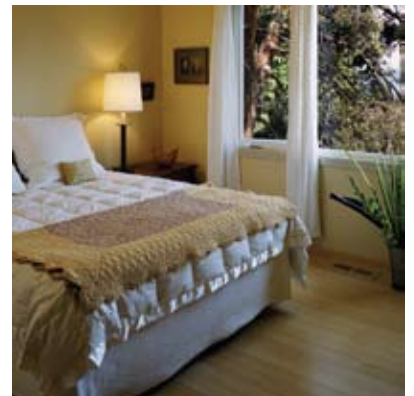
## FACTOID

Supermarket shoppers in Ireland are now being charged 15 cents per plastic bag, prompting most people to bring their own carriers. The number of plastic bags distributed at one of the country's largest chains has dropped by 97.5 percent.

## BRINGING IT HOME with eco-ista Robyn Griggs

Building Green: Let's Talk Budget

HOST CLOSES SHOW → CREDIT ROLL → UNDERWRITER SPOTS



# EPISODE 108

TEASE → UNDERWRITER SPOTS → TITLE SEQUENCE → HOST INTRO

## CONVENIENT TRUTHS

Electronic equipment and office furnishings, made from synthetic materials, can create indoor air pollution. The convenient truth is that some attractive green plants are particularly effective absorbers of indoor pollutants. Why not enhance your office with spider plants and Boston ferns?

## EVERYDAY SOLUTIONS

Bugged? Keeping your home pest-free doesn't have to be deadly or toxic. Natural Home Living shows you how.

## THE GOOD LIFE

Procuring conventional financing for an unconventional home takes persistence and patience, but it can be done (and it's getting easier).

## FEATURE: THE GREEN DREAM (first look)

A Place Between: Physically and metaphorically, Charlottesville, Va., lies somewhere between Italy and Japan, Vermont and South Carolina. It proved to be a perfect spot for a pair of well-traveled environmental architects to play with form and function.

## BUYER AWARE

Not all candles are created equal. "Natural" illumination has become so popular that health experts have begun to caution about in-home pollution. The synthetics-versus-natural materials debate carries into the candles craze – with some surprising conclusions.

## EARTH MOVERS

Bending the Grid: An architect and corporate refugee helped his neighbors build community using nothing more than mud and paint. Now, many other Portland, Oregon, neighborhoods are following suit.

## THE MATERIALS WORLD

A material emerging as a tremendous energy saver is insulated concrete forms made of polystyrene foam insulation and concrete. In addition to its superior insulation, wood and sheetrock may be attached directly to it, leaving no energy-draining cavities.

## FEATURE: THE GREEN DREAM (second look)

## Q & A

Q: What can I do to save money on hot water?

A: Wrapping your water heater in insulation is an easy solution. Another is to switch to a tankless water heater that will heat water only as you use it, reducing both carbon dioxide emissions and your utility bill.

## BRINGING IT HOME with eco-ista Robyn Griggs

Follow the Yellow Brick Road

HOST CLOSES SHOW → CREDIT ROLL → UNDERWRITER SPOTS



# EPISODE 109

TEASE → UNDERWRITER SPOTS → TITLE SEQUENCE → HOST INTRO

## CONVENIENT TRUTHS

Mothballs - yuch. They do the job, but they're all chemicals and who can stand the smell? The convenient truth is that naturally aromatic cedar discs, lavender bags and sachets filled with rosemary, cardamom and cloves will also keep moths away.

## EVERYDAY SOLUTIONS

Bliss & Vinegar: A luxurious substitute for fats and salts, your own herbal concoctions are simple, mouth-tingling and healthy.

## THE GOOD LIFE

Developments in dye-free clothing made from organic fibers flow naturally from the revolution in similar materials for the home.

## FEATURE: THE GREEN DREAM (first look)

Actor and Hollywood environmental activist Woody Harrelson retrofitted his California home to be energy efficient, nontoxic and easy on the surrounding environment.

## BUYER AWARE

Are all air filters created equal? How to find a filter that works to create a healthier indoor environment for your family's particular allergen and chemical sensitivities.

## EARTH MOVERS

Architect Carolyn Geise of Seattle helped her city green up through her grassroots organization, Growing Vine Street. *Natural Home Living* takes stock of her efforts.

## THE MATERIALS WORLD

Straw bale is becoming an increasingly popular building method for natural homes. We take a from-the-ground-up look at what's involved and how people are using it to save money *and* the environment.

## FEATURE: THE GREEN DREAM (second look)

### Q & A

Q: Can I recycle my printer ink cartridges?

A: Many schools and nonprofits are now collecting empty cartridges for recycling. Here's how to find one in your area.

## BRINGING IT HOME with eco-ista Robyn Griggs

Evening Grace in the Kitchen

HOST CLOSES SHOW → CREDIT ROLL → UNDERWRITER SPOTS



# EPISODE 110

TEASE → UNDERWRITER SPOTS → TITLE SEQUENCE → HOST INTRO

## CONVENIENT TRUTHS

Watching a butterfly go about its business is a delicious privilege. The unfortunate truth is that they are struggling to survive as their habitats are destroyed. The convenient truth is you can enhance both your yardscape and the butterfly's environment by planting butterfly-friendly lilac, honeysuckle and evening primrose.

## EVERYDAY SOLUTIONS

Home, Rented Home: Whether you own it or not, you can still take action to make your living space healthier and homier.

## THE GOOD LIFE

Just Desserts: Sweet pleasures don't have to be guilty ones if you follow these simple methods for healthy, natural baking.

## FEATURE: EXTREME GREEN (first look)

Urban Eden: A pair of architects pulls off the ultimate collaboration – their family's dream home – an open, airy abode made of recycled “packing peanuts” and cement blocks that takes full advantage of an idyllic setting on the edge of Boulder, Colorado's community gardens.

## BUYER AWARE

Ethnic and Ethical: Responsible shopping for world arts and crafts requires doing a little homework. But the benefits of buying handmade, environmentally friendly products and the stories of artisans whose lives have been changed are inspiring and powerful incentives.

## EARTH MOVERS

Karen Pendleton, co-owner of Pendleton Farms near Lawrence, Kansas, is enabling brides to carry locally grown, seasonally appropriate, pesticide-free bouquets much different from those found at a floral shop. Tag along as a bride walks the garden to see the flowers and pick out her own.

## THE MATERIALS WORLD

Greening the Hearth: Americans spend an average of \$30,000 or more to remodel their kitchens. How can you give your kitchen a long life – and a green one too? We survey choices for countertops, floors, cabinets and earth-friendly appliances.

## FEATURE: EXTREME GREEN (second look)

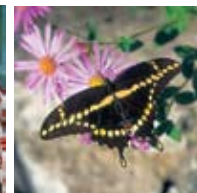
## FACTOID

Not all lamps are created the same. The Color Rendering Index is a measure of how well the light from a lamp will render the color of objects. Anything in the 80s is good.

## BRINGING IT HOME with eco-ista Robyn Griggs

A Groundhog's Day Resolution?

HOST CLOSES SHOW → CREDIT ROLL → UNDERWRITER SPOTS



# EPISODE 111

TEASE → UNDERWRITER SPOTS → TITLE SEQUENCE → HOST INTRO

## CONVENIENT TRUTHS

Fancy farewell boxes – that would be caskets – cost a lot of money. The convenient truth is that your loved ones don't need to spend so much. Appropriate and functional wicker and even cardboard caskets available today decompose more quickly and naturally into the soil.

## EVERYDAY SOLUTIONS

Cool Cooling Comfort: For more temperate zones, there are many natural ways to increase circulation and to prevent your house from heating up without air conditioning.

## THE GOOD LIFE

Home Work: As more and more people roll out of bed and go directly to work in their homes, a healthy, nurturing home office is crucial. Here's how to make yours happen.

## FEATURE: EXTREME GREEN (first look)

Stillness. Serenity. Sanctuary. These sensations whisper to your soul as you cross the threshold of Noël Bennett's sophisticated straw-bale home, a veritable haven nestled in the Vallecitos de los Indios Basin in New Mexico's Jemez Mountains.

## BUYER AWARE

Many art supplies are toxic. Some dyes, pigments, paints and glazes contain heavy metals such as lead and mercury. Rubber cement, paint thinner and turpentine use solvents. There are safer alternatives.

## EARTH MOVERS

Green living pioneers John Schaeffer and Nancy Hensley have built a home that honors the land, wildlife and the pioneering spirit of the eco-friendly company they founded. Real Goods sells everything eco.

## THE MATERIALS WORLD

Choosing home insulation that is affordable, energy-efficient and low in toxins is a challenge – and points out that “going green” can sometimes mean choosing the lesser of two evils.

## FEATURE: EXTREME GREEN (second look)

## FACTOID

Energy Star-qualified clothes washers use an average of 50 percent less energy and 40 percent less water than conventional washers.

## BRINGING IT HOME with eco-ista Robyn Griggs

Vacationing at Home

HOST CLOSSES SHOW → CREDIT ROLL → UNDERWRITER SPOTS



# EPISODE 112

TEASE → UNDERWRITER SPOTS → TITLE SEQUENCE → HOST INTRO

## CONVENIENT TRUTHS

Want to dress more casually at work in summer? The convenient truth is that if your employer allowed more seasonally appropriate clothing – short sleeves for men and sandals for women – the company could be save money on air-conditioning. Plus, you won't have to crank up the air in your car to avoid sweating into your suit.

## EVERYDAY SOLUTIONS

Recycling gray water can be as simple as keeping a bucket handy to catch the "let it warm up" water from your shower.

## THE GOOD LIFE

Let Them See You Sweat: Americans are discovering what Finns have known for centuries — daily saunas bring rejuvenation, relaxation and general well being. A sauna in your home is relatively easy and inexpensive to build, and it provides a good way to pamper yourself.

## FEATURE: EXTREME GREEN (first look)

The Godparents of Green: Pliny Fisk and Gail Vittori's home, a thoroughly modern amalgamation of rebar (made from crushed cars), earthen walls and galvanized-steel roof terraces, pierces the big Texas sky.

## BUYER AWARE

Toilets are notorious water wasters. There are lowflush and noflush options made to match any décor or budget. How low can you flow?

## EARTH MOVERS

Gary Zuker had no carpentry experience and didn't even own a saw, but he did have very definite ideas about what he wanted: a low-maintenance house that was rustic, timeless, even primal. He handcrafted a Hobbit house, a charming cob cottage.

## THE MATERIALS WORLD

Bamboo Running: Beautiful, durable and inherently sustainable, bamboo is a building material of the future.

## FEATURE: EXTREME GREEN (second look)

### Q & A

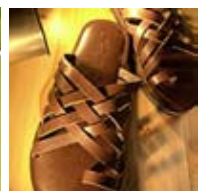
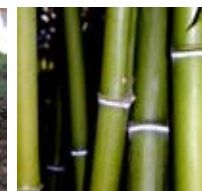
Q: Is all plastic created equal?

A: No. Some plastics are more environmentally destructive. The little recycling numbers on the containers provide a handy guide through the chemical haze.

## BRINGING IT HOME with eco-ista Robyn Griggs

Welcoming the Seasons

HOST CLOSES SHOW → CREDIT ROLL → UNDERWRITER SPOTS



# EPISODE 113

TEASE → UNDERWRITER SPOTS → TITLE SEQUENCE → HOST INTRO

## CONVENIENT TRUTHS

You get a stack of holiday cards every year, and then you throw them away when the holidays are over. The convenient truth is that you can recycle the artistic effort put into most of these cards by turning their covers into unique tags for your own gifting. All it takes is scissors and a hole punch.

## EVERYDAY SOLUTIONS

Five Hidden Allergens: Are they lurking in your home? Take a few simple tests and eliminate any you find.

## THE GOOD LIFE

Always wanted a water view? Create your own destiny simply and naturally – by building a water garden. Both you and the wildlife you attract will be glad you did.

## FEATURE: THE GREEN DREAM (first look)

Dream Weaver: This elegant Southwestern-style home is surrounded by dramatic mountain views and is able to maintain an optimally comfortable temperature year-round, with neither heating ducts nor air conditioning. Actor Dennis Weaver (McCloud, Gunsmoke) built his dream home in the foothills of the San Juan Mountains of Colorado.

## BUYER AWARE

There is now a national standard for “organic” food, but the array of other designations and certifications can be confusing to a consumer looking to buy “green.” Here is a rundown of what all the labels mean.

## EARTH MOVERS

Living in the Round: Yurts are an ancient-turned-modern solution for living wisely and well. Several entrepreneurs have created companies devoted to producing updated versions of these Earth-friendly structures.

## THE MATERIALS WORLD

Home is where the hearth is. Keep your home cozy with eco-sensible radiant heating; wood, gas and pellet stoves; solar water heaters; or stone, brick and cast iron stoves for your kitchen.

## FEATURE: THE GREEN DREAM (second look)

### Q & A

Q: Are the new flat LCD-screen TVs energy hogs?

A: Actually, they are more energy efficient than old-fashioned cathode ray models.

## BRINGING IT HOME *with eco-ista Robyn Griggs*

Slumber Parties

HOST CLOSES SHOW → CREDIT ROLL → UNDERWRITER SPOTS



# 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.



natural  
HOME  
Living

# 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



# 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.

