



news release

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FOR IMMEDIATE RELEASE

Western Reserve Public Media to Celebrate 40th Anniversary of Earth Day

KENT, Ohio — Thursday, April 8, 2010 — Western Reserve Public Media celebrates Earth Day's 40th anniversary — April 22 — with TV programs about the the natural world, environmental change and green technology. In addition, the organization will host a Community Shred-It Day, offering free paper shredding and safe electronics disposal to the general public.

Shred-It Day will be held on Saturday, April 24, from 9 a.m. to 3 p.m., at Western Reserve Public Media, 1750 Campus Center Drive, Kent. The general public is welcome to bring up to five boxes or trash bags of paper materials to be shredded. Electronics including hard drives, computer towers and monitors also will be accepted. The event is free, but donations are appreciated. For more information, call 1-800-554-4549 or visit <http://westernreservepublicmedia.org/earthday2010.htm>.

Following is the schedule for Earth Day programs on Western Reserve Public Media channels. Most of the programs will air on Western Reserve PBS (WNEO/WEAO 45.1/49.1); programs airing on Fusion (WNEO/WEAO 45.2/49.2) are indicated. New programs are marked with an asterisk (*). Funding for the month's Earth Day programs is provided by Good Nature Organic Lawn Care and Northeast Ohio Public Energy Council (NOPEC).

Sunday, April 18

***Fortunate Wilderness: The Wolf and Moose Study of Isle Royale** — Noon

Anchored in the northwest depths of Lake Superior, Isle Royale is one of America's last remaining wild places. More than 50 miles of inhospitable waters isolate the island from the mainland.

***Living Smart** — 1 p.m.

Activist Juan Parras empowers communities to fight for environmental justice. He describes the impact that highways, chemical plants and other industrial facilities have on our health.

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Living Smart — 1:30 p.m.

Green architect LaVerne Williams describes green architecture and explains what it does to our health, our environment and our pocketbooks.

Changing Seas: Corals of the Deep — 2:30 p.m.

In the deep waters off Florida's coast grow magnificent corals up to 500 feet tall. A proposed marine protected area could save these delicate features from destruction.

Nature, Frogs: Thin Green Line — 8 p.m.

Large-scale die-offs of frogs around the world have prompted scientists to take desperate measures to try to save whatever populations they can.

***Global Focus: The New Environmentalists** — 10:30 p.m.

This half-hour documentary narrated by Robert Redford features intimate portraits of six passionate and dedicated environmental activists from around the globe.

Monday, April 19

***Earth Days: American Experience** — 9 p.m.

Filmmakers trace the origins of environmental activism through the eyes of nine Americans who propelled the movement from its beginnings in the 1950s to its moment of triumph in 1970 with the original Earth Day.

Monday, April 19 through Friday, April 23

PBS Kids Share the Earth Day

PBS Kids and PBS Kids Go celebrate Earth Day. Whether it's the importance of dirt or water conservation, no seed of knowledge is left unsown. Episodes include the following:

- **Barney and Friends, Home, Sweet Home: The Rain Forest** — Tuesday, April 20 and Friday, April 23, at 1 p.m.
- **Cyberchase, The X-Factor** — Thursday, April 22, at 10:30 a.m.
- **Sesame Street, Wild Nature Survivor Guy** — Thursday, April 22, at noon and 5 p.m.
- **Clifford the Big Red Dog, Doggie Garden** — Thursday, April 22, at 3 p.m.
- ***Curious George, Something New Under the Sun** — Thursday, April 22, at 3:30 p.m.; Friday, April 23, at 7 a.m.
- **Sid the Science Kid, The Dirt on Dirt** — Thursday, April 22, at 4 p.m.; Friday, April 23, at 7:30 a.m.
- **Super Why!, Tiddalick the Frog** — Thursday, April 22, at 4:30 p.m.; Friday, April 23, at 8 a.m.
- **Arthur, The Cherry Tree** — Friday, April 23, at 6 a.m.
- **WordWorld, Caterpillar Gets a Home** — Friday, April 23, at 9 a.m.
- **WordGirl, Earth Day Girl** — Friday, April 23, at 9:30 a.m.
- **The Electric Company, The Flube Whisperer** — Friday, April 23, at 11:30 a.m.
- **It's a Big Big World, World Tree Day** — Friday, April 23, at 1:30 p.m.

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Tuesday, April 20

Nova, The Big Energy Gamble — 8 p.m.

Arnold Schwarzenegger is betting on green. He wants to roll California's greenhouse gas emissions back to their 1990 levels, and he's promising Californians that their lifestyles and their pocketbooks won't feel the pinch.

Generations: Cuyahoga Valley National Park — 9 p.m.

This Western Reserve Public Media production explores the history and beauty of Ohio's only national park.

Wednesday, April 21

***A Sense of Wonder** — 8 p.m.

When pioneering environmentalist Rachel Carson published "Silent Spring" in 1962, the backlash from her critics thrust her into the center of a political maelstrom.

***P.O.V., Food Inc.** — 9 p.m.

U.S. agri-business consistently produces more food on less land and at cheaper cost than the farmers of any other nation. What could possibly be wrong with that?

Thursday, April 22

***Independent Lens, Dirt! The Movie** — 8 p.m.

This film delves into the fascinating history of this lowly substance, explaining how 4 billion years of evolution have created the dirt that recycles our water, gives us food, provides us shelter and can be used as a source of medicine, beauty and culture.

***Earth Days: American Experience** — 8 p.m. (Fusion WNEO/WEAO 45.2/49.2)

Filmmakers trace the origins of environmental activism through the eyes of nine Americans who propelled the movement from its beginnings in the 1950s to its moment of triumph in 1970 with the original Earth Day.

A Passion for Sustainability — 9 p.m.

Discover how innovative individuals, businesses and utilities in Portland, Ore., are following a set of scientific principles that offer an elegant approach to addressing the unsustainable practices that have led us to the global climate crisis.

***Global Focus: The New Environmentalists** — 10 p.m. (Fusion WNEO/WEAO 45.2/49.2)

This half-hour documentary narrated by Robert Redford features intimate portraits of six passionate and dedicated environmental activists from around the globe.

Saturday, April 24

***Earth Days: American Experience** — 6 p.m. (Fusion WNEO/WEAO 45.2/49.2)

Filmmakers trace the origins of environmental activism through the eyes of nine Americans who propelled the movement from its beginnings in the 1950s to its moment of triumph in 1970 with the original Earth Day.

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***Independent Lens, Dirt! The Movie — 11 p.m.**

This film delves into the fascinating history of this lowly substance, explaining how 4 billion years of evolution have created the dirt that recycles our water, gives us food, provides us shelter and can be used as a source of medicine, beauty and culture.

About Western Reserve Public Media

Western Reserve Public Media (formerly PBS 45 & 49) is owned and operated by Northeastern Educational Television of Ohio, Inc., a private, nonprofit corporation and consortium of Kent State University, The University of Akron and Youngstown State University. A trusted community resource, Western Reserve Public Media uses the power of commercial-free television and related services to enrich the lives of people through high-quality programming and educational services that teach, illuminate and inspire.

Western Reserve PBS, a service of the organization, is the only broadcast television service that reaches all of northeast Ohio. It is available to 1.8 million households and 4.4 million people in the Cleveland and Youngstown designated market areas. In an average week, over 500,000 households tune in. The organization also operates three standard definition channels, Fusion (WNEO.2/WEAO.2), MHz Worldview (WNEO.3/WEAO.3) and V-me (WNEO.4/WEAO.4).

Through funding from eTech Ohio, Western Reserve Public Media provides K-12 educational technology training and instructional television programming to 21,500 educators and 256,700 students in eight Ohio counties. For more information about the organization, visit www.WesternReservePublicMedia.org or call 1-800-554-4549.

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