



## news release

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**FOR IMMEDIATE RELEASE**

# Western Reserve PBS to Celebrate Earth Day

KENT, Ohio — Monday, March 21, 2011 — Western Reserve Public Media celebrates Earth Day — April 22 — with TV programs about the the natural world, environmental change and green technology. In addition, the organization will host its second annual Community Shred-It Day, offering free paper shredding and electronics disposal services to the general public.

Shred-It Day will be held on Saturday, April 16, from 10 a.m. to 2 p.m., at Western Reserve Public Media, 1750 Campus Center Drive, Kent. This event is a free, secure way for the general public to have paper records shredded and electronics such as computer hard drives crushed. For more information, call 1-800-554-4549 or visit [WesternReservePBS.org](http://WesternReservePBS.org).

Following is the schedule for Earth Day programs on Western Reserve PBS (WNEO/WEAO 45.1/49.1). New programs are marked with an asterisk (\*). Funding for the month's Earth Day programs is provided by Northeast Ohio Regional Sewer District, Old Trail School and the Akron-Canton franchise of Shred-It.

### **Journey to Planet Earth\***

**Wednesday, March 30, at 10 p.m.**

Hosted by Matt Damon, this documentary features scholars and scientists who provide a glimpse into a new and emerging economy based on renewable resources as well as strategies to avoid the growing threat of global warming.

### **Global Energy and Carbon: Tracking Our Footprint\***

**Monday, April 4, at 10:30 p.m.**

This documentary follows families in the United States, India and Cameroon to examine how energy is used in three economies.

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## **Power Shift: Energy Plus Sustainability\***

**Tuesday, April 5, at 10:30 p.m.**

This program explores the abundant possibilities of clean, renewable energy.

## **Nourish: Food Plus Community\***

**Wednesday, April 6, at 10:30 p.m.**

This program traces our relationship to food from a global perspective to personal action steps.

## **B Organic With Michele Beschen\***

**Saturdays at 1:30 p.m. beginning April 9**

Host Michele Beschen invigorates a renewed “back to basics” lifestyle that embraces nature, simplicity and an eco-friendly approach to doing it yourself.

## **Desert Oasis: Creating a Wetlands Park in Las Vegas\***

**Sunday, April 10, at 7 p.m.**

The film shows how forward-thinking communities can collaborate to keep nature available in their urban environments.

## **Nature, Cuba: Accidental Eden**

**Sunday, April 10, at 8 p.m.**

*Repeats Tuesday, April 12, at 2 a.m.*

In recent years, Cuba’s flourishing tropical forests, wetlands and desert coasts have attracted a steady growth of tourism. Now faced with the possible end to the U.S. travel ban, Cuba’s forgotten paradise hangs in fragile balance. How will environmentalists protect the island’s natural beauty?

## **The Great Famine: American Experience\***

**Monday, April 11, at 9 p.m.**

When a devastating famine descended on Soviet Russia in 1921, it was the worst natural disaster in Europe since the plague. Half a world away, Americans responded with a massive two-year relief campaign.

## **Next Frontier: Engineering the Golden Age of Green\***

**Monday, April 11, at 10 p.m.**

Travel around the world to learn about technologies and policies that will address the problem of excessive carbon dioxide emissions.

## **Earth Days: American Experience**

**Tuesday, April 12, at 8 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 first Earth Day.

## **Arctic Air: A Greenlandic Journey with the 109th**

**Sunday, April 17, at 7 p.m.**

Journey to the camps where American and international teams of scientists seek answers to some of today's most important questions about climate change and global warming.

## **Nature, Survivors of the Firestorm\***

**Sunday, April 17, at 8 p.m.**

***Repeats Tuesday, April 19, at 2 a.m.***

Bush fires tore through the Australian state of Victoria in 2009 and incinerated over a million acres of land, but the environment showed an extraordinary capacity for healing. How does nature heal itself so quickly?

## **American Masters, John Muir in the New World\***

**Monday, April 18, at 9 p.m.**

Discover the story of Sierra Club's Scottish-born founder, who influenced modern environmentalism and introduced generations to the majesty of the American landscape.

## **Global Focus: The New Environmentalists**

**Monday, April 18, at 10:30 p.m.**

***Repeats Thursday, April 21, at 4:30 a.m.***

Meet six passionate and dedicated environmental activists.

## **Earth: The Operators' Manual\***

**Tuesday, April 19, at 8 p.m.**

This program uses earth science to explain our planet's climate history and to describe sustainable energy options.

## **The Greenest Building\***

**Tuesday, April 19, at 9 p.m.**

Over the next 20 years, one third of our nation's existing building stock will be demolished in order to replace seemingly inefficient buildings with energy-efficient "green" buildings. Is demolition on this scale really the best use of natural, social and economic resources?

## **Nova, Power Surge\***

**Wednesday, April 20, at 9 p.m.**

***Repeats Thursday, April 21, at 2 a.m.***

With more than \$30 billion earmarked for "green energy," President Obama's stimulus package marks the first serious step by a U.S. administration to tackle the problem. Nova focuses on the latest and greatest innovations, from artificial trees and cleaner coal to wildly ambitious — and risky — schemes to re-engineer the entire climate system.

## **Bag It!\***

**Wednesday, April 20, at 10 p.m.**

Is your life too plastic? In this touching and often flat-out-funny film, we follow “everyman” Jeb Berrier as he embarks on a global tour to unravel the complexities of our plastic world.

## **Saving the Bay\***

**Sunday, April 24, at 3 p.m.**

Narrated by Robert Redford, this lively and timely program explores one of America’s greatest natural resources: San Francisco Bay.

## **Hungry for Green: Feeding the World Sustainably\***

**Sunday, April 24, at 4 p.m.**

***Also airs Monday, April 18, at 2:30 a.m.***

Narrated by Robert Redford, this lively and timely program explores one of America’s greatest natural resources: San Francisco Bay.

## **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](http://www.WesternReservePublicMedia.org) or call 1-800-554-4549.

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