



# Going Green

A Broadcaster's Guide  
to Acting Locally





## Acting Locally Can Make a Difference Globally

Change is underway. Individuals, businesses and communities are going green. In a year's time, Americans recycled and composted 85 million tons of trash. Through the use of public transportation, we saved 4 million gallons of gas each day. By working together, we kept more than 2 million tons of plastic out of landfills.

But there is more to be done to protect our environment. Imagine the impact if we all did a little more.

**Broadcasters have always been leaders within their communities. Through the airwaves, we reach our neighborhoods, schools, workplaces and households. When it comes to going green, we have the ability to affect change.**

In this guide, you will find many surprisingly simple ways to help our communities increase energy efficiency, reduce pollution, reuse and recycle resources, make workspaces and homes healthier places to be in and protect the earth.

Collectively and individually, we have a profound effect on our environment. When radio and television stations take action, the environment benefits, our communities benefit and the world benefits.



It's time to go green.



# Going, Going Green ... Facts



When added together, even small changes make big differences. Use these facts to inspire your station and your broadcast audience to go green.



By replacing just one light in each U.S. home with an energy efficient bulb or fixture (noted by the ENERGY STAR® logo), together we would save enough energy to light about 3 million homes for a full year and more than \$600 million in annual energy costs. ENERGY STAR light bulbs have met guidelines set by the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy (DOE), and consume about 75 percent less energy than incandescent bulbs, while lasting 10 times longer.



Each time we recycle a three-foot stack of newspaper, it saves a tree. If we all recycled our newspapers, we could save 250 million trees each year.



As much as one-third of the energy used in commercial and industrial buildings is wasted. If energy efficiency improved by just 10 percent in these buildings, the difference in greenhouse gas emissions would be equal to taking 30 million vehicles off the road. See "Green Made Easy" for ways to go energy efficient.



Every 90 days, Americans throw away the same amount of aluminum it would take to rebuild our entire commercial air fleet. Aluminum is 100 percent recyclable. Throughout our lifetime, we each have the opportunity to keep approximately 25,000 aluminum cans out of landfills.



Personal vehicle use makes up one-fifth of the carbon emissions produced by the United States. Every mile traveled by foot or bike rather than by automobile saves the planet from one pound of carbon.



Each of us can save more than 200 gallons of water a month just by turning off the faucet when we brush our teeth.



Being green can save money. The average household spends \$2,000 a year on energy bills. By using ENERGY STAR qualified products and practices, families can reduce their energy costs by more than 30 percent (\$700) a year. By following the speed limit and not gunning the engine or braking too quickly, a driver can save seven gallons of gas every month. Commuters who use public transportation rather than their car cut \$8,000 from their annual expenses.

# Going, Going Green ... At Your Station



Take steps to go green at your station, and then tell your community about it. By taking action, your station can inspire your community to take action, too.

**Undergo an Eco-Audit.** Learn what your station can do differently to help protect the environment. Start with your own research. Check out EPA's ENERGY STAR resources for businesses at [www.EnergyStar.gov](http://www.EnergyStar.gov). Next, consider bringing in the experts. Many local utility companies offer low-cost or free energy audits, and professionals specializing in "greening" businesses are becoming common. Turn the experience into on-air material.

**Go Electronic.** Only one-half of paper products get recycled, and plastic waste, including videotapes, doesn't break down for hundreds of years once in landfills. Take steps to reduce waste. Send emails rather than writing notes on paper. Consider implementing paperless invoicing. When possible, use electronic files instead of video

tapes. Reuse products and provide easy-to-locate recycling bins throughout the station. If recyclables are sold, consider donating profits to green organizations.

**Inspire Change.** Assemble a Green Team with staff from multiple departments; visit [www.EnergyStar.gov/Work](http://www.EnergyStar.gov/Work) to get started. Set station-wide goals, such as reducing office waste by 10 percent. Encourage volunteerism for green causes. Provide paperless reminders to turn off lights and electronics when not in use. Decrease pollution and waste from manufacturing by opting for products made from recycled materials. Encourage bike-to-work and public transport days. Inspire additional green acts by recognizing staff for their efforts.

**When You're Done With the Old, Go Green With the New.** If it's time to expand or remodel, research green building practices and designs. For example, take advantage of natural light (called "daylighting") in places such as lobbies to reduce the need for energy-powered lights. Install ENERGY STAR appliances and fixtures and low-flow water faucets and toilets. Use a green builder who uses materials that are kinder to the earth. If moving to a new location, consider building on a brownfield site (land previously used for industrial purposes that can be cleaned and revitalized). When it's time to retire station vehicles, consider investing in hybrid-fuel models. Green grants and tax credits can help to offset some costs.

**Clear the Air.** According to the EPA, air pollution can be two to five times greater indoors than outdoors. Make your office space as healthy a place to work as possible by providing proper ventilation, filtration and smoke-free

zones. Use paints and furnishings that emit no or reduced amounts of volatile organic compounds (VOC) and choose non-toxic products and cleaners. Learn more about indoor air quality at [www.EPA.gov/iaq](http://www.EPA.gov/iaq).

**Get Powered With Alternative Energy Sources.** You may have the option to buy "clean electricity" (power that comes from renewable sources, such as wind, water or sun) from your utility company or an alternative supplier. Look into your choices and pass the information along to listeners, viewers, staff and partners. If your station decides to undertake installing its own alternative energy source (for example, solar panels or wind turbines), celebrate this monumental accomplishment with your community. Consider integrating your earth-friendly choice into your station's identity, tagline and logo.

## Going, Going Green ...On the Air



**Talk Green.** Use opportunities, big and small, to include green wisdom in your programming. Work green tips into talk shows and news reports. Invite environmental experts on the air. Profile green go-getters, such as local businesses and community leaders. Air public service announcements (PSAs) focused on recycling, saving energy, water conservation or any of the many actions that can make a difference. PSAs can be downloaded from NAB at [www.NABSpotCenter.org](http://www.NABSpotCenter.org).

**Illustrate it.** Show your audience the difference each person can make on a local level. Get your city and state specific statistics online at [www.EnergyStar.gov](http://www.EnergyStar.gov) or from your local Department of Environment.

**Go Green With a Partner.** Work together with schools, nonprofit organizations and local businesses on green initiatives. Highlight your joint efforts on the air. Consider providing media support for community events, such as beach clean-ups, concerts that promote green causes and activities centered on environmental awareness. Help to make these community gatherings "carbon neutral" by encouraging your listeners and viewers to take mass transportation or carpool and providing recycle bins at events.

**Provide Cyber Resources.** Make it simple for your community to take action. Add a special green section to your station's Web site and promote it on the air. Post your station's environmental segments, interviews and stories, as well as additional facts and resources. Highlight a daily green tip. Create a green community calendar. And help your audience tally their impact by linking to online tools (such as the Alliance to Save Energy's Home Energy Audit at [www.ASE.org](http://www.ASE.org)).

**Learn what other broadcasters are doing to inspire green action at [www.BroadcastPublicService.org](http://www.BroadcastPublicService.org).**

# Green Made Easy

**Save Energy.** Change light bulbs, appliances, TVs and computers to those that have earned EPA's ENERGY STAR rating. Adjust heating and cooling by two degrees. Turn off lights when you leave a room. Unplug electronics when you aren't using them. Wash clothes in cold water. Change furnace filters regularly. Check your house for leaks. Go to [www.EnergyStar.gov](http://www.EnergyStar.gov) to learn more.

**Recycle and Buy Recycled.** Check with your local recycling program to learn what materials are accepted, then take steps to keep recyclable paper, cardboard, glass, metal, electronics and plastics out of your trash. When purchasing products, choose items that contain a high percentage of recycled content.

**Don't Waste.** Produce less trash. Use reusable products, such as fiber shopping bags and glass food containers, go paperless and compost food waste rather than trashing it.

**Be Water Conscious.** Conserve water by turning off the faucet when you brush your teeth, checking the toilet for leaks, landscaping with succulents and native plants that require less water, and using low-flow fixtures, faucets and showerheads.

**Use Less Fuel.** Carpool, bike, walk or use public transportation when you can. When using your car, save money and use less gas by: keeping tires properly inflated, using cruise control on flat trips, maintaining the engine, ridding your car and trunk of unnecessary items and combining errands to reduce miles on the road. Calculate your savings based on your car's make and model with the Alliance to Save Energy's online tool at [www.DriveSmarterChallenge.org](http://www.DriveSmarterChallenge.org).

**Share Your Green Thoughts.** Give a green tip to a friend. Small earth-friendly changes add up when others go green, too.

## PSA Scripts



### Lean, Green Machine (:10)

Get lean and go green. Ride your bike to work or literally run your errands. This is a public service announcement from (STATION).

### La Máquina Esbelta Y Ecológica (:10)

Elige lo esbelta y verde. Usa tu bicicleta para ir a trabajar o, literalmente, pedalea tus mandados. Éste es un anuncio de servicio público de (ESTACIÓN).

### Imagine (:15)

Did you know that recycling a single three-foot stack of newspapers saves a tree? Now, imagine the forests we could save together. Learn more green tips at (STATION GREEN WEB SECTION URL). This is a public service announcement from (STATION).

### Green Cha-Ching! (:20)

Your neighbor who changed the light fixtures in his home to energy efficient ones last year – he has an extra \$70 in his pocket now. CHA-CHING! Your friend who decided to carpool to work twice a week – her decision is saving her \$300 this year. CHA-CHING! It doesn't have to be greener on the other side. Change – it's good for the earth and good for your wallet. This is a public service message from (STATION).

### Haz La Diferencia (:20)

Cuando del planeta se trata los pequeños cambios pueden hacer una diferencia. Lava tus ropas con agua fría. Recicla la basura. Lleva las compras del mercado a tu casa en bolsas de tela que puedes usar varias veces. Mantén la presión apropiada en los neumáticos. Desconecta los aparatos electrónicos cuando no los uses. Emplea menos papel y paga las cuentas por internet. Tú puedes hacer una diferencia. Juntos podemos pintar de verde al mundo. Éste es un anuncio de servicio público de (ESTACIÓN).

### Get Your Green On (:30)

Have you done something green yet today? If not, it's time to get your green on. Recycle your trash. Adjust your thermostat by two degrees. Scrape your plates instead of rinsing them. Don't overload the washing machine. Air dry your laundry. Take your bike instead of your car. Unplug chargers from the wall when you aren't using them. Every day, we have the chance to make our planet a cleaner and greener place. Act locally and change the world. Learn more at (STATION GREEN WEB SECTION URL). This is a public service message from (STATION).

# Resources



Consider using email to correspond with these resources. It's paperless and green.

## Alliance to Save Energy

info@ase.org  
www.ASE.org  
1850 M Street NW  
Suite 600  
Washington DC 20036  
202 857 0666

## ENERGY STAR, a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy

hotline@energystar.gov  
www.EnergyStar.gov  
1200 Pennsylvania Avenue NW  
Washington DC 20460  
888 STAR YES (888 782 7937)

## Keep America Beautiful

info@kab.org  
www.KAB.org  
1010 Washington Boulevard  
Stamford CT 06901  
203 659 3000

## National Recycling Coalition, Inc.

info@nrc-recycle.org  
www.NRC-Recycle.org  
805 15th Street, NW  
Suite 425  
Washington DC 20005  
202 789 1430



1771 N Street NW Washington DC 20036 2800  
202 429 5448 [www.NABSpotCenter.org](http://www.NABSpotCenter.org)  
[publicservice@nab.org](mailto:publicservice@nab.org)



Ariel Rios Building  
1200 Pennsylvania Avenue NW Washington DC 20460  
202 272 0167 [www.EPA.gov/Earthday](http://www.EPA.gov/Earthday)  
(Contact information for EPA's regional offices)

