

Going Green LONG ISLAND

**Premieres Wednesday, September 24 at 9 pm
on WLIW21 New York Public Television**

Will Long Island lead the nation as the energy capital of the United States? **GOING GREEN LONG ISLAND**, WLIW21 New York Public Television's latest local documentary, makes the case through interviews with environmental advocates, business and community leaders, and residents who are actively engaged locally to make a difference globally. The one-hour special, **premiering Wednesday, September 24 at 9 pm on WLIW21**, serves as a "Green 101" primer for viewers who have seen the many stories about global warming and the concept of "going green" but haven't fully understood the local role and impact.

GOING GREEN LONG ISLAND defines what it means to "go green" by reducing your "carbon footprint" — the amount of energy a person consumes and the amount of natural resources needed to produce that energy — explaining that the more gasoline you burn, the more electricity you use, and the more waste you don't recycle, the larger your carbon footprint will be. From renewable energy to pesticide pollution and land and water preservation, WLIW21's documentary brings the issue into focus for Long Island. Garden City resident and home improvement expert **Leslie Segrete**, familiar to television viewers from TLC's *Trading Spaces*, WE tv's *The Ugliest House on the Block*, and radio's "The Money Pit," hosts and offers green tips. Ten simple steps you can take to go green, a carbon footprint calculator and other green community resources will be available on the official **GOING GREEN LONG ISLAND** site at www.wliw.org/goinggreenLI. The special will stream in its entirety on the site after the premiere.

The program begins with an overview of energy consumption and the impact of everyday actions on the climate crisis of global warming. Congressman Steve Israel, an active proponent of energy reform, warns that dependence on foreign fossil fuel is also a national security issue and calls for policies to grow the economy with "green collar" jobs to protect the environment and the country at large.

Exploring green initiatives already taking shape all across Long Island in the area of research and development, **GOING GREEN LONG ISLAND** spotlights the Advanced Energy Research and Technology Center currently under construction on the campus at Stony Brook University. The center is a partnership between academic and research institutions, energy providers and industrial corporations, whose mission is to become a national leader in innovative energy research, education and technology deployment. Working with the Long Island Chapter of the US Green Building Council, also featured in the program, they are at the forefront of green building design.

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GOING GREEN LONG ISLAND also teaches viewers about lifestyle choices one can make to “go green,” from using energy-efficient light bulbs and recycling to growing produce, buying locally and home remodeling. Profiles include community initiatives like Green Levittown and local homeowners who have converted their homes to “green” homes with solar panels and wind energy generators. These Long Islanders reveal how they are saving the environment – and money – in pioneering ways that could be replicated around the country. Another segment about local growers and the importance of buying local produce features representatives from King Kullen and the Long Island Schmitt farming family, to bring the issue right to the dinner table. Consider this startling statistic: a typical carrot has to travel 1,838 miles, using 650 gallons of diesel fuel, when supermarkets don’t buy locally.* Scroll down for a complete list of participants.

Encore presentations of **GOING GREEN LONG ISLAND** air late night Wednesday, September 24 at 1 am, Saturday, September 27 at 3 pm. late night Sunday, September 28 at 3 am and Tuesday, September 30 at 1 pm on WLIW21. The documentary will also stream in its entirety on www.wliw.org/goinggreenLI.

GOING GREEN LONG ISLAND continues WLIW21’s commitment to present the issues most important to Long Island residents and celebrate the Island’s unique people and places. Past programs include *Smart Growth: Long Island’s Future*, *Leaving Long Island*, *Visions of Long Island*, *Long Island: Picture Perfect*. Upcoming productions include *Shoreline Sonata* (December 2008) and *Hometown Huntington* (June 2009).

PARTICIPANTS

Dr. Ralph James, Program Manager and Senior Scientist Brookhaven National Laboratory	Gary Anzalone, Chapter Chair U.S. Green Building Council Long Island	Joe DeCarlo Homeowner, West Islip Kevin Shea, Green Pioneer Baiting Hollow
Neal Lewis, Executive Director Neighborhood Network	Patricia Wood, Executive Director Grassroots Environmental Education - Port Washington	Carl LoBue, Senior Marine Scientist Clamming Restoration Nature Conservancy, Long Island
Sarah Newkirk, Coastal Project Director Nature Conservancy, Long Island	Adrienne Esposito, Executive Director Citizens Campaign for the Environment	Nicole Maher, Wetland Specialist Nature Conservancy, Long Island
Mark Tedesco, Director EPA Long Island Sound Office Long Island Sound Study	Michael Cavallo Homeowner, Levittown	Joseph Gergela, Executive Director Long Island Farm Bureau
Gordian Raacke, Executive Director Renewable Energy Long Island	Hubie Van Meurs, Building Analyst Alure Home Improvements	Phil Schmitt, President Philip A. Schmitt and Son Farms, Riverhead
Congressman Steve Israel (D), New York's 2nd Congressional District (includes Huntington, Babylon, Islip, Smithtown and Oyster Bay)	Kevin Law, President and CEO Long Island Power Authority (LIPA)	Rich Conger, Director of Produce King Kullen Supermarkets
Yacov Shamash, Vice Chair Advanced Energy Research and Technology Center (AERTC)	Mark Bartosik Homeowner, Bay Shore	R. Lawrence Swanson, Director Waste Reduction and Management Institute Stony Brook University

A WLIW21 New York Production. Underwriter: Arrow Electronics, Inc. Executive Producer: Theresa Statz-Smith. Writer/Producer: Charlotte Coté. Production Coordinator: Stephanie Marsh.

*Pirog, Rich, and Andrew Benjamin. “Checking the Food Odometer: Comparing Food Miles for Local Versus Conventional Produce Sales in Iowa Institutions.” Leopold Center for Sustainable Agriculture, July 2003. [via <http://www.sustainabletable.org/issues/buylocal>]