

GROWING A
greener
WORLD



Gardening and Sustainable Living

Growing a Greener World Television Series:

Growing a Greener World is a groundbreaking new series that delivers the latest trends in eco-friendly living mixed with traditional gardening know-how to a 21st-century audience. The series will attract and inspire viewers of all ages with stunning HD video, a fresh and engaging style, and always a compelling story. Each episode will feature the people, organizations, and events that are making a difference in our world today by raising awareness and influencing others to better stewardship of the environment we all share. Growing a Greener World is intended for national distribution on PBS in the spring of 2010.



Each episode will appeal to traditional PBS audiences visually, stimulate their intellectual curiosity and inspire with a variety of how-to projects. At the same time, GGW will innovatively connect to the younger, non-traditional PBS viewer with stories that relate to their world on the issues that matter most to them. Social media personalities will join the conversation, along with additional on-demand content through blogs, interactive podcasts, websites like YouTube and Hulu, social networks like Facebook and Twitter, and downloadable videos that viewers can access anytime on mobile devices.

Combining the expertise and engaging styles of veteran television host and nationally-recognized authority on gardening and sustainability, Joe Lamp'1, a.k.a. joe gardener®, with the freshest and “Most Watched Gardening Personality on the web”, “Garden Girl” Patti Moreno, and celebrity chef Nathan Lyon (host of Discovery Health and Fit TV’s hit series, A Lyon in the Kitchen, each episode will be compelling, informative, and fun to watch for all.

Show Episodes – Season I:

Easy, Sustainable Victory Gardens – From the White House to My House (Washington, D.C, Boston, NC)
Eco-friendly Gardening – Creating a Sustainable Landscape from the Ground Up (Atlanta, GA)
Organic Lawn Care – The Great Lawn Debate (Ohio, Maine)
The Next Generation of Giving Gardeners – Fun in the Edible Schoolyard (Berkeley, CA)
Water-wise Gardening for a Thirsty Planet – Save it for a “sunny” day (Atlanta, Taos, NM)
Recycling Garden Plastics Getting Greener – Progress in Containing Horticultural Waste (St. Louis, Azusa, CA)
The Dirt on Composting – How to make the best Soil Amendment on Earth! (Richmond, VA)
Proper Pruning Know-How – What to Consider Before You Cut (Seattle)
The Truth about Organic Gardening – Getting to the Bottom Line (Minneapolis)
Garden Fresh Living Anywhere – Your Urban Sustainable Farm, Rooftop or Patio (Los Angeles, Boston)
Community Gardening – Good things Grow from Community Gardens (Atlanta, Seattle, NYC)
Natural Pest Control – A Better Way to Bug Out without Harming the Earth (Philadelphia, PA)
Plants Gone Wild – The Destructive Impact of Invasive Plants (Dallas, TX, Denver, CO)
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Executive Producer and Host: Joe Lamp'1

Joe's infatuation with gardening and nature began as a child. After a run-in with his parents' favorite shrub, he panicked and jammed the broken branch into the ground. A few weeks later, it had taken root. Joe was not only relieved; he was also hooked on horticulture.

That passion is evident to a nationwide audience who watch Joe host the popular *Fresh from the Garden* series on DIY Network and *GardenSMART* on PBS. As one of the country's most recognized and trusted personalities in gardening and sustainability, Joe shares his expertise on NBC's *TODAY SHOW*, ABC's *Good Morning America*, *The Victory Garden* on PBS and more.

Off-camera, Joe runs The Joe Gardener® Company, devoted to eco-friendly gardening and sustainable outdoor living. Joe is deeply committed to "growing a greener world" through his acclaimed books, his well-liked blog and podcasts, a nationally syndicated newspaper column, and regular contributions to popular magazines and social media networks. His knowledge and passion combined with his down-to-earth approachability have earned him a large and loyal following.

Through his varied roles as a sought-after gardening and sustainability expert and communicator, Joe is well positioned to share important, useful information with millions of viewers to help them develop a better understanding of gardening, environmental stewardship, and leading a more eco-friendly life.



Co-host: Patti Moreno

Patti is a lifelong city girl who started gardening in 1998 as a way to eat healthier and lose some post-pregnancy weight. Her frequent shopping trips to her local gardening supply store earned her the nickname "Garden Girl" from one of the store's salespeople. Eventually, Patti transformed the backyard of her Boston home into an in-town garden that now produces almost all of the food her family eats and has become a focal point within her inner-city community.

Working tirelessly to promote her concept of Urban Sustainable Living, Patti is a contributing editor to *Fine Gardening's GROW* magazine, a columnist for *Organic Gardening Magazine*, a contributor for *Farmer's Almanac*, and host of the PBS series *Farmer's Almanac TV*. In addition, she has her own product line that has been named Best Retail Product by two nationally-recognized garden trade shows.

Using her popular moniker, "The Garden Girl," Patti hosts an Internet video series at gardengirltv.com, earning the rank of Most Watched Garden Host on the Web by Tube Mogul.





Chef: Nathan Lyon

Chef Nathan Lyon is known to viewers across the country for his simple, innovative cuisine featuring fresh, local ingredients. Among the final four on the second season of *The Next Food Network Star*, he is the chef and host of *A Lyon in the Kitchen* (Discovery Health and Fit TV) and appears as a guest chef / expert on *Home Made Simple* (TLC) and *Real Simple Real Life* (TLC). Nathan holds a Culinary Arts Degree from Le Cordon Bleu. Each week, Chef Nathan will show viewers how to prepare great meals with home grown vegetables and locally purchased produce, and offer tips on how to stretch that menu.



Key Points Addressed in Every Episode of Growing a Greener World

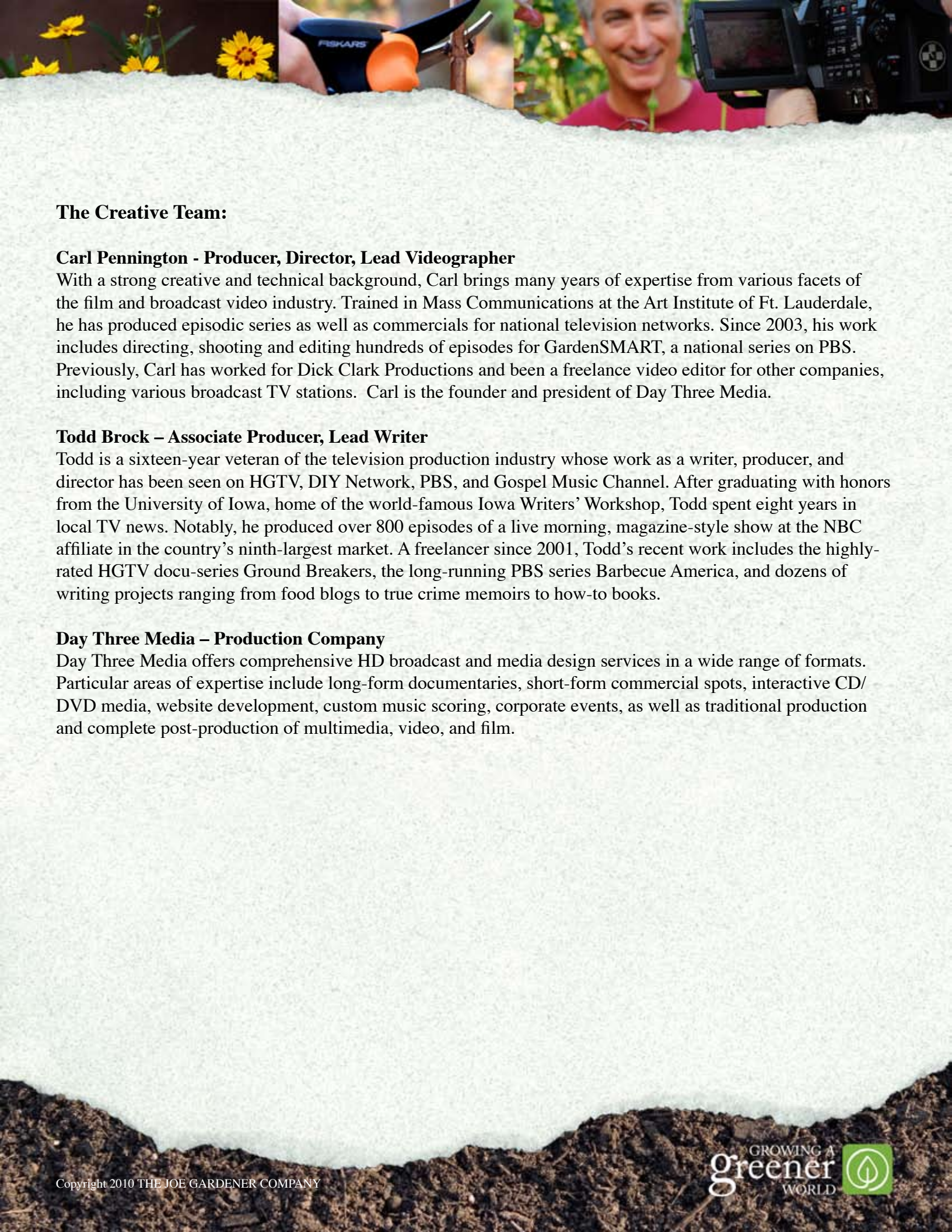
In order to appeal to the broadest audience, every episode of Growing a Greener World will focus on three main points:



1. To stay consistent with the theme of the show's title by informing and inspiring viewers as we introduce them to people and methods in a compelling story on ways we can all play a part in growing a greener world.
2. Retain the traditional PBS viewer with beautiful video and images and an intellectually stimulating story.
3. Appeal to Generations X and Y with topics and issues that matter to them, delivered through people, resources, and technology that are relevant to their world. This includes providing back-story and deeper content online, as well as blogs, additional online video and podcasts, Twitter and Facebook social media networking.

Using the episode, "Victory Gardens – from the White House to my House" as an example, here are answers to each of these questions:

In the "Victory Gardens" episode, history is brought to life with a glimpse at the White House's victory garden as the Obama's set an example – a cinematic treat for the eyes. Joe's excitement (and sometimes disappointments) in starting his own home garden bring to life how simple creating a victory garden can be, and he shows the step-by-step process on the show and in online media formats which younger audiences frequently view. The story is augmented by a hands-on look at how to harvest and cook what's come from the victory garden plus a list of resources for those who want a deeper look at the subject presented during the segment, appealing to all viewers.



The Creative Team:

Carl Pennington - Producer, Director, Lead Videographer

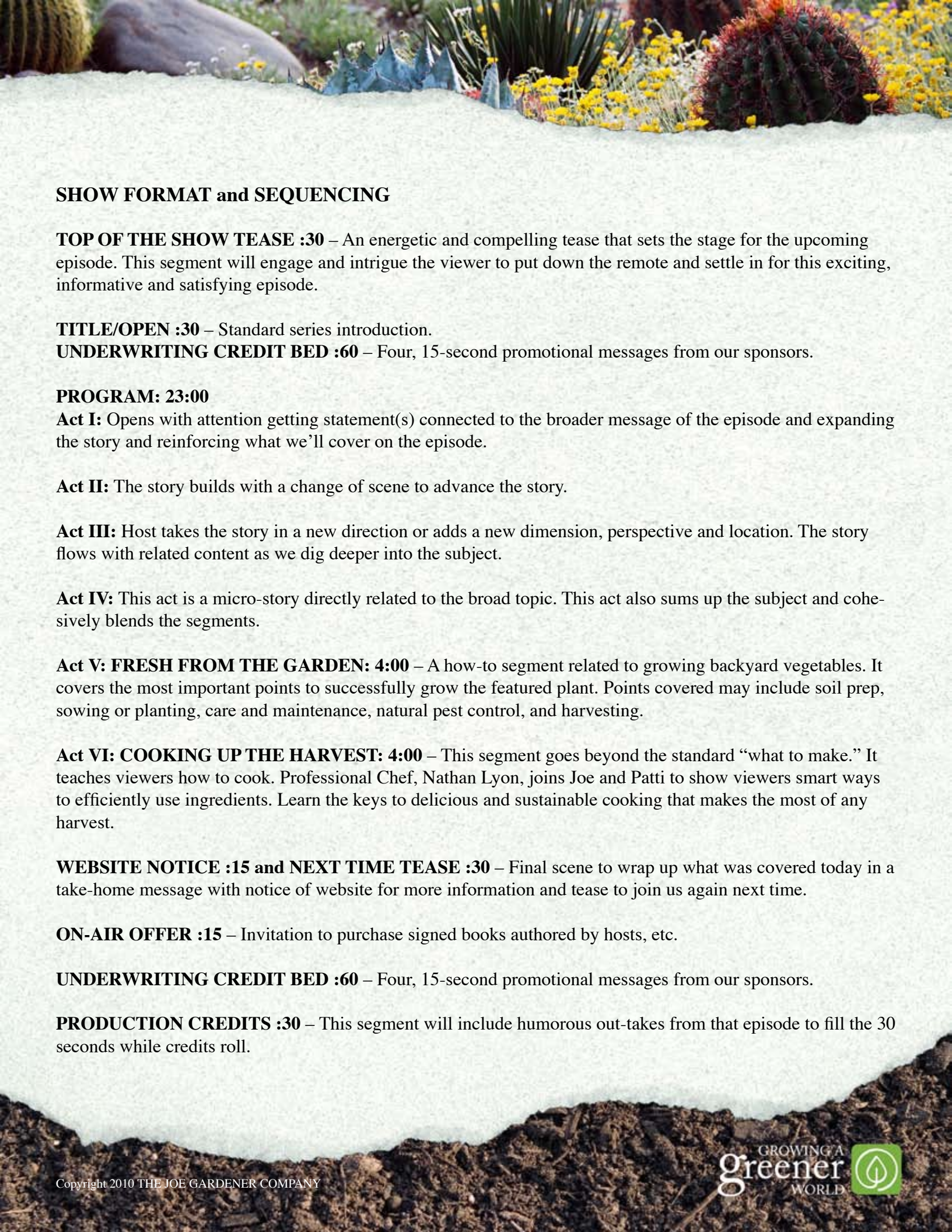
With a strong creative and technical background, Carl brings many years of expertise from various facets of the film and broadcast video industry. Trained in Mass Communications at the Art Institute of Ft. Lauderdale, he has produced episodic series as well as commercials for national television networks. Since 2003, his work includes directing, shooting and editing hundreds of episodes for GardenSMART, a national series on PBS. Previously, Carl has worked for Dick Clark Productions and been a freelance video editor for other companies, including various broadcast TV stations. Carl is the founder and president of Day Three Media.

Todd Brock – Associate Producer, Lead Writer

Todd is a sixteen-year veteran of the television production industry whose work as a writer, producer, and director has been seen on HGTV, DIY Network, PBS, and Gospel Music Channel. After graduating with honors from the University of Iowa, home of the world-famous Iowa Writers' Workshop, Todd spent eight years in local TV news. Notably, he produced over 800 episodes of a live morning, magazine-style show at the NBC affiliate in the country's ninth-largest market. A freelancer since 2001, Todd's recent work includes the highly-rated HGTV docu-series Ground Breakers, the long-running PBS series Barbecue America, and dozens of writing projects ranging from food blogs to true crime memoirs to how-to books.

Day Three Media – Production Company

Day Three Media offers comprehensive HD broadcast and media design services in a wide range of formats. Particular areas of expertise include long-form documentaries, short-form commercial spots, interactive CD/DVD media, website development, custom music scoring, corporate events, as well as traditional production and complete post-production of multimedia, video, and film.



SHOW FORMAT and SEQUENCING

TOP OF THE SHOW TEASE :30 – An energetic and compelling tease that sets the stage for the upcoming episode. This segment will engage and intrigue the viewer to put down the remote and settle in for this exciting, informative and satisfying episode.

TITLE/OPEN :30 – Standard series introduction.

UNDERWRITING CREDIT BED :60 – Four, 15-second promotional messages from our sponsors.

PROGRAM: 23:00

Act I: Opens with attention getting statement(s) connected to the broader message of the episode and expanding the story and reinforcing what we'll cover on the episode.

Act II: The story builds with a change of scene to advance the story.

Act III: Host takes the story in a new direction or adds a new dimension, perspective and location. The story flows with related content as we dig deeper into the subject.

Act IV: This act is a micro-story directly related to the broad topic. This act also sums up the subject and cohesively blends the segments.

Act V: FRESH FROM THE GARDEN: 4:00 – A how-to segment related to growing backyard vegetables. It covers the most important points to successfully grow the featured plant. Points covered may include soil prep, sowing or planting, care and maintenance, natural pest control, and harvesting.

Act VI: COOKING UP THE HARVEST: 4:00 – This segment goes beyond the standard “what to make.” It teaches viewers how to cook. Professional Chef, Nathan Lyon, joins Joe and Patti to show viewers smart ways to efficiently use ingredients. Learn the keys to delicious and sustainable cooking that makes the most of any harvest.

WEBSITE NOTICE :15 and NEXT TIME TEASE :30 – Final scene to wrap up what was covered today in a take-home message with notice of website for more information and tease to join us again next time.

ON-AIR OFFER :15 – Invitation to purchase signed books authored by hosts, etc.

UNDERWRITING CREDIT BED :60 – Four, 15-second promotional messages from our sponsors.

PRODUCTION CREDITS :30 – This segment will include humorous out-takes from that episode to fill the 30 seconds while credits roll.

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