

# LIVE GREEN

You too can make a difference!



**WELCOME:**

---

**Dan Skoff**

**Chief Meteorologist**

**KNWA / FOX 24**

# WHY LIVE (GO) GREEN?

- **Houston... we have a problem!**
  - World population is expanding at a mind-boggling rate
    - 1 billion in 1800
    - 2 billion by 1922
    - 6 billion by 2000
    - **Est. 9 billion by 2050!**
  
- Fixed amount of natural resources...
  - People in 2050 will only have 25% of the resources per capita that people had in 1950
  
- **WE NEED TO START CONSERVING NOW!**

# DID YOU KNOW...

- Every **ton** of paper that is recycled the following is saved:
  - 7,000 gallons of water
  - 380 gallons of oil
  - Electricity to power an avg. house for 6 months
- 1 Aluminum can recycled = 6 hours TV
- 1 Glass bottle recycled saves enough elec. to power a 100 watt bulb for 6 hours

# DID YOU KNOW...

- The average American generates 4.5 pounds of trash every day...
  - Almost twice the amount from 1960
    - (source: Energy Information Administration)
- 55% of trash goes in landfills
- 14% is burned
- 31% is recycled
  - (source: Energy Information Administration)

# DID YOU KNOW...

- In the average home, 40% of all electricity to power home electronics is consumed while the products are turned off.
  - Across the US = annual output of 17 power plants
    - (source: Energy Star)

# nexstarGREEN INITIATIVE

- Engaging local citizens with improving the environment and their communities now and for future generations
- At your **work**, home, or on the road



# nexstarGREEN INITIATIVE at KNWA / FOX 24 / NWAhompage.com

- Launched on-air & on-line program on Jan 10, 2008 at 49 TV stations & 29 markets
- Air **LIVE GREEN** stories weekly every Thursday
- Post **LIVE GREEN** stories & ideas on webpage
  - Over 800 Stories Since Jan 10, 2008
- Establishing new efficiency goals, reducing paper use, energy consumption & waste
- Goal: People will embrace eco-friendly measures that will positively impact our environment

# WAYS TO LIVE GREEN AT THE OFFICE

## ■ Reduce, Reuse, & Recycle

VIDEO: KNWA LIVE GREEN RECYCLING

[http://www.sustainablefayetteville.org/videos/knwa\\_live\\_green/1\\_Recycle.html](http://www.sustainablefayetteville.org/videos/knwa_live_green/1_Recycle.html)

## ■ Buying Smart

## ■ Saving Energy

VIDEO: KNWA LIVE GREEN ENERGY

[http://www.sustainablefayetteville.org/videos/knwa\\_live\\_green/2\\_Energy.html](http://www.sustainablefayetteville.org/videos/knwa_live_green/2_Energy.html)

# REDUCE, REUSE, & RECYCLE

## ■ Think before you print

- Do I need a hard copy? Non-urgent memos on bulletin boards or (emails), online manuals, etc.

## ■ Conserve paper

- Both sides of paper when photocopying or producing reports, turn scrap paper into notepads
- Use back side of old documents for faxes
- Remove yourself and former employees from junk mail lists before you recycle

# REDUCE, REUSE, & RECYCLE

- **Green your meetings**
  - Use a projector or white board to present information instead of handouts
- **Save on batteries**
  - Invest in solar powered calculators
- **Make recycling easy**
  - Place large recycling bins where large amounts of paper are likely to be used...printers & mail rooms

# SAVING ENERGY

## ■ Shed Some Light

VIDEO: PROPER CFL BULB DISPOSAL

[http://www.sustainablefayetteville.org/videos/knwa\\_live\\_green/3\\_Disposal.html](http://www.sustainablefayetteville.org/videos/knwa_live_green/3_Disposal.html)

- Position desks & workstations to make best use of natural light.
- Reduce lighting levels in corridors & use low energy lighting

## ■ Switch Off Before Leaving

- Make it a habit to turn off lights
- Consider timers & sensors with manual override
- Turn off computer and unplug power strip

# SAVING ENERGY

## ■ Maximize Computer Efficiency

- Setting your computer to go to sleep during short breaks can cut energy use by 70%
- Screen Savers Waste Energy (Turn Off Monitor)

## ■ Drip, Drip, Drip

- Report leaky taps quickly... especially hot water.
- They can leak up to 5 gallons of water a day

## ■ Be Sensible With Heating and Cooling

- Turn thermostat down in winter & up in summer
- Only heat & cool work areas in use

# GREENEST OFFICES

- Northwest Arkansas Business Journal

**VIDEO: GREENEST OFFICE CROSSLAND CONSTRUCTION**

[http://www.sustainablefayetteville.org/videos/knwa\\_live\\_green/4\\_Crossland.html](http://www.sustainablefayetteville.org/videos/knwa_live_green/4_Crossland.html)

**VIDEO: GREENEST OFFICE KEY ARCHITECTURE**

[http://www.sustainablefayetteville.org/videos/knwa\\_live\\_green/5\\_Architecture.html](http://www.sustainablefayetteville.org/videos/knwa_live_green/5_Architecture.html)



imagination at work

- GE's Commitment  
Ecomagination Webpage



**VIDEO: KNWA & GE JOIN FORCES**

[http://www.sustainablefayetteville.org/videos/knwa\\_live\\_green/6\\_GE.html](http://www.sustainablefayetteville.org/videos/knwa_live_green/6_GE.html)

The logo for Wal-Mart, featuring the word "WAL\*MART" in a bold, blue, sans-serif font. A small registered trademark symbol (®) is located to the upper right of the word "MART". The logo is centered within a white rectangular box.

## ■ Wal-Mart Develops Sustainability Program



[Wal-Mart Sustainability Webpage](#)

[Wal-Mart Green Webpage](#)

- ## ■ Environmental Goals for the Years Ahead
- Power all stores with 100% renewable energy
  - Create zero waste
  - Sell products that sustain our natural resources & the environment

# LIVE GREEN AT HOME

---

- Lighting (GE SMART CFL BULBS)
- Appliances
- The Kitchen
- The Laundry Room
- The Bathroom
- Heating & Cooling

# LIVE GREEN ON THE ROAD

- **Replace Clogged Air Filters**
  - Can cut a vehicles efficiency by 10%
- **Check Air Tire Pressure**
  - Can increase fuel efficiency by 3.3%
- **Slow Down**
  - Going speed limit improves fuel efficiency by 23%
- **Take It Easy**
  - Slamming on brakes and accelerating too fast reduces fuel efficiency by 33%
- **Get a Tune Up**
  - Routine maintenance increases fuel efficiency 4%
  - Fixing more serious problems increases fuel efficiency 40%

# IN CONCLUSION

---

- A Few Simple Steps Can Make a World of a Difference!
- You Can Save Money While Helping the Environment At the Same Time!
- The Less We Throw Away... the Longer Our Landfills Will Last!
- Leave this World a Better Place for Our Children and Future Generations!

**Thank you for your time !!**

---

**Any Questions ???**

**Dan Skoff**  
**Chief Meteorologist**  
**KNWA / FOX 24**