

NBC is Green

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Green Design
Fall 2007



Announcement

- Sunday Night Football
- Candles
- “Ends of the Earth”
- Reaction



Ben Silverman

- Chairman
- Reveille
- Outspoken, Creative
- Talent and Tigers



Weekly Schedule

- NBC Nightly News
- CNBC – Investing
- Comedies



Green Truth

- LEED Designation
- Solar Array
- Office Paper
- Energy Conservation Survey
- Hybrid Fleet



Green is Universal

- Blogs
- Green Resources
- Videos
- Being Green
- Good Green Fun



Potential Green Drivers

- Regulation
- Customer Demand
- Internal Interest
- Bottom Line



Critiques

- Behind the Scenes
 - 65k
 - 35k
 - 200 metric tons CO2
- Biggest Loser
- General Electric
 - Ecomagination
 - Lobby Office
 - Solar Panel Monopoly
- Green Marketing



Conclusion

- Methodology
- “Raising
Consciousness”
- “Awareness”
- Not a bad thing?



References

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