

# *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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