

FREE SERIES OFFER - COURTESY RE-FEED

Program Title/NOLA:

NATURAL HEROES
NTHR 000301-000313

of Episodes/Length:

13/30s

Feed Date/Schedule:

NTHR 000301-000313
Sundays
August 2 – September 13, 2009
1430-1530 ET ** TWO EPISODES PER WEEK**
SD06

PROMO REEL

NATURAL HEROES 300 series

Sunday
July 26 , 2009
1500-1530 ET
SD 06

****THIS COURTESY RE-FEED OF 300 SERIES FOLLOWS
IMMEDIATELY AFTER NEW 400 SERIES****

Production Format: SD 4:3

Rights:

Standard Broadcast Rights (based on original feed date)
Rights Valid thru December 10, 2010

Non Commercial Cable same as broadcast
School-Unlimited use for one year

Series Description:

The three-time, Emmy® Award winning **NATURAL HEROES**, highlights individuals making *positive* environmental changes in our communities and world. Youth activism, fair trade, ocean conservation, environmental justice and global awareness are just a few of the many topics focusing on people's compassion and generosity. These stories, told by independent filmmakers, introduce viewers to the diversity of the creative voice with every episode of **NATURAL HEROES**.

Individual Program Descriptions:

301 – August 2, 2009 (TRT 26:42)

“Power Shift”

Hosted and narrated by Cameron Diaz, Power Shift explores the abundant possibilities of clean, renewable energy. This inspiring program travels the world to discover how energy touches our daily lives. Power Shift offers specific action steps that viewers can take to create a sustainable future.

302 – August 2, 2009 (TRT 26:42)

“Fruit Tree Tour”

Traveling in veggie oil-powered caravan, 25 earth educators teach students about sustainable ecology through a daylong program that includes West African agricultural drumming and earth-conscious hip-hop, planting over 1000 fruit trees at urban schools.

303 – August 9, 2009 (TRT 26:42)

“Coffee To Go: A Fair Trade Story”

Why are 25 million coffee farmers impoverished while we spend more and more for our coffee? What is the difference between Free Trade and Fair Trade? We hear from experts, students, coffee lovers, and from the coffee farmers themselves, and learn how their lives and ours are inextricably joined.

304 – August 9, 2009 (TRT 26:42)

“Edward Abbey: A Voice in the Wilderness”

Known as the “Thoreau of the American West,” Edward Abbey, author and essayist is noted for his advocacy of environmental issues and criticism of public land policies. Biography of Edward Abbey as remembered by his family and friends.

305 – August 16, 2009 (TRT 26:42)

“Texas Gold”

Diane Wilson - mother of five, fourth generation fisherwoman, and self-proclaimed “unreasonable woman” uses hunger strikes and civil disobedience to battle the giants of the petro-chemical industry in the most toxic place in America. Surviving imprisonment, surveillance and harassment, Diane believes that putting your life at risk is where change happens. *Narrated by Peter Coyote.*

306 – August 16, 2009 (TRT 26:42)

306 “Wings Over the Wild”

Sometimes a bird's-eye view makes all the difference. Combining a love of flight with a passion for wild places, a growing number of pilots fly volunteer missions over vibrant and threatened lands. Flying Cessnas over the vulnerable landscapes of Central America, this film celebrates the belief that we can all make a difference.

307 – August 23, 2009 (TRT 26:42)

“Watershed Heroes”

From grade schoolers to commercial fishermen, people from all walks of life are taking environmental stewardship seriously. Whether they're fighting to get lead out of a school's drinking water or working to convert an abandoned farm into a thriving wetland, these water heroes are doing amazing things to protect our most essential resource.

308 – August 23, 2009 (TRT 26:42)

“South Central Farm: Oasis in a Concrete Desert”

Covers the high profile controversy over the South Central Farm in Los Angeles, the largest urban garden in the country. The story includes the benefits of urban farms, celebrity tree sitters, citizen supporters, dramatic evictions of farmers, rarely told developer's defense and updates on farmers efforts to continue to sustain themselves, physically and spiritually. *Celebrity activists include Daryl Hannah, Joan Baez, Julia Butterfly Hill, Martin Sheen, Willie Nelson.*

309 – August 30, 2009 (TRT 27:42)

“Big Apples, Big Ideas”

Broken Limbs: The future looks grim in "The Apple Capital of the World" in Washington state. Apple growers by the thousands are going out of business. What went wrong in this natural Garden of Eden? But there's also an entirely new breed of farmer, practitioners of a sustainable agriculture. These new American farmers define a path of renewal that could hold the answer for farmers across America.

Worms in the Big Apple: All over New York City, tiny creatures are transforming residents' garbage into soil. Reveals the fascinating, fun, and sometimes stinky culture of urban composting.

310 – August 30, 2009 (TRT 26:42)

“Oceans of Conservation”

Titans of the Coral Sea: In the brilliant turquoise waters of Papua New Guinea, the Titan people have fished the same coral reefs for over 40,000 years. The emergence of the global marketplace is creating new economic pressures on both the people and the reefs. Now, for the first time ever, they are running out of fish. This film is about stewardship, and the hope of a community taking charge of their future.

Whale Sharks of Holbox: The islanders of Holbox, Mexico, facing a dwindling supply of fish, have successfully converted their economy to eco-tourism. In doing so, they have helped protect the world's largest fish, the whale shark.

Intertidal Heroes: Marine reserves are home to a variety of seaweed, crabs, sponges, seastars, mollusks, and starfish, all living together along the crashing surf and rocky tidepools. These sanctuaries rely on the efforts of a handful of dedicated rangers, volunteers and naturalists for survival. Meet the natural heroes--and the tidepool residents!--of a marine reserve in Northern CA.

311 – September 6, 2009 (TRT 26:00)
“Traveling Our Natural World”

Conversing with Aotearoa (New Zealand): In an age of technological integration and urban life, New Zealanders (and all urbanites) turn to the wilderness to fathom their deep, personal connection with the land, in beautiful animation.

Handle with Care: Eco-tourism is a growing trend. In Costa Rica's Osa Peninsula, people, industry and nature are working towards a common environmental goal. What does it take to save paradise so the human and wildlife residents can live in harmony?

312 – September 6, 2009 (TRT 26:42)
“Mama Earth: EcoEcon 101”

Another gloom and doom film? No! Quite the contrary, this film revels in innovation, invention and creativity. An inspiring road map of successful ways to achieve sustainability through reinventing old business methods and finding new paths to healthy communities, protecting natural resources and attaining a more profitable bottom line.

313 – September 13, 2009 (TRT 26:42)
“A School in the Woods”

As more children are growing up in an urban environment, there is less connection to our natural world. Outdoor learning centers such as IslandWood on Bainbridge Island, WA provide exceptional learning experiences and to inspire lifelong environmental and community stewardship.

NATURAL HEROES 300 PROMO REEL – 13 episode promos (TRT 14:00)
July 26, 2009 1500-1530 ET

Production Format: SD 4:3

Closed Captioned : yes

Subtitles: 303; 306; 310; 311

Stereo: yes

SAP/ DVI: no

Producer: KRCB Public Television & GreenTreks Network, Inc.

Nature of Producing Organization : Public Television station and environmental non-profit organization.

Production Funding: General Hydroponics, Inc.; The Sierra Club

Presenting Station/Group: KRCB, Public Television

Broadcast History: 2004 - Distributed first season nationally through Westlink.
2005 – Re-uplinked first season nationally through Westlink.
2006 – Distributed second season nationally through Westlink.
2007 - Distributed third season nationally through Westlink.
Natural Heroes won three Northern California Emmy® Awards 2007, 2008.

Content Alert: none

Videos Available: No **Tag Language:** N/A

Promotional Contact: Valerie Landes, KRCB 707-584-2024, naturalheroes@krb.org

Address: KRCB 5850 Labath Avenue Rohnert Park, CA 94928 www.naturalheroestv

Local Underwriting Cleared : Y

Underwriting Language:

“Presentation of Natural Heroes is made possible by General Hydroponics. Bringing nature and technology together, to feed a hungry world, while protecting soil and water resources.” “... and by the Sierra Club. More than a million natural heroes committed to promoting smart energy solutions and dedicated to exploring, enjoying and protecting the planet.”

Cost/Conditions: Free upon notification of intent to carry.

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