

SUSTAINABLE ENERGY IS TIMELY SUBJECT OF PENN STATE PUBLIC BROADCASTING PRODUCTION IN NOVEMBER

UNIVERSITY PARK, PA (October 29, 2004) – With oil prices continuing to rise to unprecedented levels, **Penn State Public Broadcasting, WPSX-TV** broadcasts its production of *Pennsylvania Energy Sunday, November 21 at 6:00 p.m.* The program, which explores the potential of sustainable energy in Pennsylvania, was funded by a grant from West Penn Power Sustainable Energy Fund (WPPSEF) administered by the Energy Institute at Penn State.

Penn State Public Broadcasting (PSPB) has collaborated with the WPPSEF on several projects, including producing videos which were shown at last spring's Energy Expo at the Bryce Jordan Center. "Providing information on issues of the environment and sustainability are an important part of our public media mission. These programs are not just for broadcast, they will be available on DVD and web streamed as well." said Tom Keiter, executive producer of *Pennsylvania Energy*.

"The program explores, in several sections, wind power, solar energy, bio-mass and energy savings in the home, including efficient heating and cooling," said Joe Myers, producer-director. "It also takes a look at economic renewal in the commonwealth and how sustainable energy can be an economic advantage and help create jobs."

Sustainable energy is defined as being any energy source that is completely reusable, long lasting and environmentally sound. "Green architecture" is a newly emerging design style that utilizes, among other things, natural lighting, recycled building materials and unique building design to create buildings that rely on very few natural resources for heating, lighting, etc.

Renewable energy includes energy produced from solar, wind, low-impact hydro, and sustainable biomass such as closed-loop biomass and biomass gasification. Clean energy refers to advanced technologies (such as fuel cells) which use fossil fuels but which have significantly lower emissions and wastes than currently commercialized technologies and fuels that are derived from waste.

The West Penn Power Sustainable Energy Fund is a non-profit corporation that invests in the development of sustainable energy technologies in the 23- county West

Penn Power market region. Its mission is promote the use of renewable energy and clean energy among commercial, industrial, institutional and residential customers in the West Penn market region. WPPSEF also works to promote energy conservation and energy efficiency among commercial, industrial, institutional and residential customers in the West Penn market region and to promote the start-up, attraction, expansion and retention of sustainable energy businesses in the West Penn market region.

PSPB will be collaborating with WPPSEF on an energy curriculum for Pennsylvania K-12 teachers in the coming year. The Media Solutions department of PSPB, which produced the program, provides Penn State Faculty and staff with multi-media support including web development, video production, DVD/CD design, etc. For more information about Penn State Public Broadcasting/Media Solutions visit www.pspb.org.

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