

**PR Newswire- press release coverage**

The press release entitled: “CBS & EcoZone(R) Call for Entries in Their Green Schools Initiative” became available on PR Newswire as of October 7, 2008. The release is also available on about 600 websites including:

**AOL Money**

[http://money.aol.com/news/articles/qp/pr/\\_a/cbs-and-ecozoner-call-for-san-francisco/rfid146655234](http://money.aol.com/news/articles/qp/pr/_a/cbs-and-ecozoner-call-for-san-francisco/rfid146655234)

**Bloomberg**

[http://bloomberg.com/apps/news?pid=conewsstory&refer=conews&tkr=CNET%3AUS&sid=a\\_3w9hNLSWJ4](http://bloomberg.com/apps/news?pid=conewsstory&refer=conews&tkr=CNET%3AUS&sid=a_3w9hNLSWJ4)

**Business Week**

[http://investing.businessweek.com/research/stocks/news/article.asp?docKey=600-200810071214PR\\_NEWS\\_USPR\\_NY37479-0P5S9JJJ11VCPN0PTLDRRI2LR&params=timestamp%7C%7C10/07/2008%2012:14%20PM%20ET%7C%7Cheadline%7C%7CCBS%20%26%20EcoZone\(R\)%20Call%20for%20San%20Francisco%20Entries%20in%20Their%20Green%20Schools%20Initiative%7C%7CdocSource%7C%7CPR%20Newswire%7C%7Cprovider%7C%7CACQUIREMEDIA&symbol=DIS](http://investing.businessweek.com/research/stocks/news/article.asp?docKey=600-200810071214PR_NEWS_USPR_NY37479-0P5S9JJJ11VCPN0PTLDRRI2LR&params=timestamp%7C%7C10/07/2008%2012:14%20PM%20ET%7C%7Cheadline%7C%7CCBS%20%26%20EcoZone(R)%20Call%20for%20San%20Francisco%20Entries%20in%20Their%20Green%20Schools%20Initiative%7C%7CdocSource%7C%7CPR%20Newswire%7C%7Cprovider%7C%7CACQUIREMEDIA&symbol=DIS)

**CNBC**

<http://www.cnbc.com/id/27069223>

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**EcoMedia News Summary: CBS & EcoZone(R) Green Schools Initiative Launch- San Francisco October 8, 2008**

**News coverage from October 6 – October 8, 2008**

1. **CBS 5 KPIX:** CBS Sponsors SF School Green Makeover
2. **Good and Green Blog Essentials:** EcoMedia, CBS Corporation offering schools the chance for a green makeover
3. **BrandWeek:** Marketers come to class for green initiative
4. **Smart Brief:** Marketers come to class for green initiative
5. **Greener Buildings:** Schools in Miami, San Francisco, Chicago to vie for green makeover
6. **San Francisco Examiner:** ‘Green’ schools drawing outside funding
7. **San Francisco City Star:** S.F. School to win \$250k for ‘green makeover’

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**1. CBS 5 KPIX**

CBS Sponsors SF School Green Makeover  
October 7, 2008, Eyewitness News at 5PM  
<http://cbs5.com/video/?cid=130>

CBS evening news segment. (Click back to October 7, 6:11 pm in video library)

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**2. Good and Green Blog Essentials**

EcoMedia, CBS Corporation offering schools the chance for a green makeover

Patti Minglin, October 6, 2008

<http://goodandgreen.wordpress.com/2008/10/06/ecomedia-cbs-corporation-offering-schools-the-chance-for-a-green-makeover/>

EcoMedia, an environmental media company, and the CBS Corporation recently kicked off the CBS and EcoZone(R) Green Schools Initiative. One winning school in each city will receive a green makeover valued at approximately \$250,000 in products and services and overseen by a professional "green schools coach." "Together with our partner CBS, we've created a new model for advertising," said Paul Polizzotto, founder and CEO of EcoMedia. "By providing funding for environmental projects and technologies through the sale of advertising, our media can be procured and sourced like any other sustainable product. Now, in addition to energy saving light bulbs and recycled paper, the simple everyday purchase of advertising can be part of a corporation's ongoing sustainability initiatives." EcoMedia has secured pre-sale sponsorships from a cross-section of traditional and non-traditional advertisers including Microsoft, TCP, O Organics, and the National Oceanic and Atmospheric Administration (NOAA). Like all EcoMedia programs, the Green Schools Initiative is only made possible by the sponsors who purchase media through the world class advertising assets offered by EcoMedia and its media partners, including CBS, Kimco Realty, Worldwide Pants, and KIWI Magazine. A significant portion of these sponsors' media dollars will help fund the makeovers. Additional opportunities for sponsor involvement with the Green Schools initiative are still available in some markets. EcoMedia and CBS expect this innovative public-private partnership to continue expanding to award green makeovers to schools across the country.

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### **3. BrandWeek**

Marketers come to class for green initiative

Mike Beirne, October 7, 2008

CBS, Microsoft, Safeway's O Organics and TCP are among the brands on board with a national "Green Schools Initiative" program that launched last week in Miami.

CBS is a premier partner with environmental media company EcoMedia, New York, for the contest that offers a winning school in each city \$250,000 in products and services for a green makeover. Students, teachers and administrators can enter the contest by submitting their take on what being green means to them to [ecozonemedia.com/GreenMySchool](http://ecozonemedia.com/GreenMySchool).

Cities participating in the initial program are Miami, San Francisco and Chicago. More cities could be added at a later date. The first prizes will be awarded in January.

CBS is providing media space that advertisers can buy and a portion of the revenue is diverted to the "CBS and EcoZone Green School Initiative." A portion of the ad buys from Microsoft, O Organics (Safeway's in-store organic food brand) and lighting supplier TCP will fund the green prize. Proceeds also will be generated by EcoMedia's network of billboards, its bi-monthly Kiwi magazine and an EcoZone Project TV show that airs in 170 markets on TBS and Fox networks. The six-year old company also has a partnership with Kimco Realty to sell and split ad revenue from shopping mall kiosks to pay for green projects.

"Together with our partner CBS, we've created a new model for advertising," Paul Polizzotto, founder and CEO of EcoMedia, said in a statement. "By providing funding for environmental projects and technologies through the sale of advertising, our media can be procured and sourced like any other sustainable product. Now, in addition to energy saving light bulbs and recycled paper, the simple everyday purchase of advertising can be part of a corporation's ongoing sustainability initiatives."

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#### **4. Smart Brief**

Marketers come to class for green initiative

October 7, 2008

[http://www.smartbrief.com/news/GMA/latestNews.jsp?sb\\_code=RSS&industry=Grocery%20Retail](http://www.smartbrief.com/news/GMA/latestNews.jsp?sb_code=RSS&industry=Grocery%20Retail)

Same text as BrandWeek piece (#3)

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#### **5. Greener Buildings**

Schools in Miami, San Francisco, Chicago to vie for green makeover

Greener Buildings Staff, October 8, 2008

<http://greenerbuildings.com/news/2008/10/08/green-makeover-for-schools>

A public school in Miami, San Francisco and Chicago will win a green makeover worth \$250,000 in an environmentally friendly contest whose chief sponsors are EcoMedia and the CBS Corporation.

The CBS & EcoZone Green Schools Initiative brought its “Green My School Contest” to San Francisco’s Sherman Elementary School yesterday as part of the launch ceremonies that started in Miami last week.

K-12 public schools in each city are eligible to compete for the green makeover, which the sponsors value at \$250,000 in products and services. To compete, students, teachers and administrators from each school are to fashion an entry that illustrates what being green means to their school and submit it to the contest site at [ecozonemedia.com](http://ecozonemedia.com)

The competition runs until the end of the fall semester and the winners in each city are expected to be announced in January. The selection committee is to include representatives of the U.S. Green Building Council, National Oceanic and Atmospheric Administration, the Environmental Protection Agency’s Energy Star program, the Waterkeeper Alliance, city and school officials, corporate sponsors and members of the CBS Corporation.

Key supporters of the program include Microsoft, Safeway’s O Organics line, lighting supplier TCP, Pacific Gas and Electric Company and others. Funding for the contest and its awards is made possible by corporate sponsors’ ad purchases through the primary project partners — CBS and the environmental media company EcoMedia — and their media partners.

Leaders of the Green Schools Initiative joined San Francisco Unified School Superintendent Carlos Garcia at Sherman Elementary School on Tuesday to urge district schools to compete in the contest.

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#### **6. San Francisco Examiner**

‘Green’ schools drawing outside funding

Beth Winegarner, October 8, 2008

[http://www.sfexaminer.com/local/Green\\_schools\\_drawing\\_outside\\_funding.html](http://www.sfexaminer.com/local/Green_schools_drawing_outside_funding.html)

SAN FRANCISCO – The City’s public schools are pushing harder than ever to go green — but the greenbacks to pay for it are mostly coming from outside the district.

The San Francisco Unified School District recently unveiled its new director of sustainability, Nik Kaestner, whose task will be expanding gardens, rainwater catchments and other eco-friendly ideas to more schools, and locating grants, rebates and other dollars to fund them, since district funds are scarce.

Also, Kaestner's \$90,480 salary is being paid for by outsiders. Half is from the Public Utilities Commission and half is from in-kind contributions from Mayor Gavin Newsom's office, Kaestner told The Examiner on Tuesday.

The school district already has 30 green schools, which have either an in-house garden tended by students and parents, a composting program, or other environmental features, according to Superintendent Carlos Garcia. Ultimately, Kaestner said his goal would be to bring such hands-on learning tools to every school.

"[These features] are living labs for our schools," Garcia said during a press conference Tuesday in the vegetable and herb garden at Sherman Elementary School. "If kids aren't exposed to these ideas in school, where else in an urban environment will they be exposed to it?"

Although much of the funding for current greening programs has come from \$7 million in bond money, the dollars to sustain those programs come primarily from parent contributions, according to Ardin Bucklin-Sporer of the Green Schoolyard Alliance.

Meanwhile, Pacific Gas & Electric Co. has poured millions of dollars into solar-panel installations at Northern California schools, including 18 in San Francisco, with five more coming soon, according to Karalee Brown, director of PG&E's Solar Schools initiative.

EcoMedia, an environmental media firm, announced Tuesday it will give a \$250,000 "green makeover" prize to the San Francisco school that best expresses what "being green" means to students and staff.

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#### **7. San Francisco City Star**

S.F. School to win \$250k for 'green makeover'

Chris Roberts, October 7, 2008

[http://www.thecitystarsf.com/catalog/catalog.php?catalog\\_id=353&start\\_page=8](http://www.thecitystarsf.com/catalog/catalog.php?catalog_id=353&start_page=8)

Fresh chard and strawberries are on the curriculum and in students' mouths at Sherman Elementary School, thanks to their on-site garden.

But principal Sara Shenkan-Rich wants more, like a water-saving irrigation system to go with it.

Composting and solar energy share space with SATs and college choices in students' minds at Balboa High School, thanks to the school's solar panels and reuse of waste.

But Balboa High's assistant principal Susan Ritter also wants more, such as a student union room with zero carbon footprint and a campus off of the city's electrical grid.

"That's our green dream," said Ritter; whose school already has a student committee "eco-squad" whose job is to make sure the school recycles its paper and turns off lights in classrooms.

With cash tight at San Francisco Unified School District because of the statewide budget crisis, giant strides toward going green don't come easy at public schools, both Ritter and Shenkan-Rich said.

“Schools are the beacons of our communities...schools are where people get their ideas from,” said Shenkan-Rich, who mentioned installing a new plumbing system and using only eco-friendly cleaning fluids at her school. “I want to start thinking big.”

One public school in San Francisco will have \$250,000 to go very big, to spend solely on environmental improvements, if they can win a contest that begins today.

Called the “Green Schools Initiative,” the competition will reward the school judged to be doing the most to be environmentally-conscious, according to EcoMedia spokesperson Matthew Hargarten.

EcoMedia is a co-sponsor of the contest along with CBS Corporation.

Details will be announced at a noon press conference today at Sherman Elementary School.

The school district is crafting a citywide “master plan” for environmental standards but it won’t set strict requirements at each school, such as mandating the use of eco-friendly cleaning fluids or installing a garden, newly-hired school district Director of Sustainability Nik Kaestner said.

“Balboa and Sherman are models...but we want to leave it up to the individual school,” he said. “(However), we want to make these resources available to schools who want (to go green).”

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