



**Community
Responses for a
Changing
Energy Future**

15504 Lone Bobcat Way
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530.265.4244
www.peakmoment.tv
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Dear friend of Peak Moment TV,

Thank you for your inquiry about submitting the half-hour **Peak Moment Conversations** to your local community access TV station. Below are some guidelines for submitting to your station, price list, and ways to show the programs for free.

Decide what you want to do with the programs after they've aired

The programs are delivered in three forms. In order of expense, they are (1) free internet download, (2) DVDs in paper envelopes, and (3) DVDs in standard book-like cases with attractive printed wrapper. Choose #3 if you want DVDs to show to a group, to lend, or to donate to your library. Otherwise, the choice of #1 or #2 will depend on what your station can utilize.

Contact your local community access TV station

1. **Locate your community access TV station.** You can find your local station online at www.communitymedia.se/cat/linkscat.htm. If you can't find your local station online, call your local cable TV provider and ask which channel is the public access station for your town or county, and where to submit media to them.

2. Information to share with the station:

- a. *Will they accept programs produced outside of the area, if you as a local resident will be the sponsor or host for the program?* (Most stations will accept them.)
- b. *If yes, can the station use our media?* (1) Many of our programs are downloadable for free at PegMedia.org. They are about 1 gigabyte in size. *Does the station have the means to download these mpeg2 (DVD quality) files?* (2) We provide four half-hour programs on a single DVD, with a menu to access each program.
- c. *Let them know you want to submit a weekly or bi-weekly half-hour series.* Beginning in 2009, we are producing shows bi-weekly (a new show every 2 weeks; we are at about 145 as of April 2009). If you want to show programs weekly, order past programs; most are not time-sensitive). If you want to show the series weekly, at some point in the future when you "catch up" to the current program, you will need to ask your station to show each program for two weeks.
- c. *Do you need to join the station, and if so what is the fee? Do they require an orientation meeting?*
- d. *What forms do you need to fill out, and how do you obtain them?*

Purchase or license Programs

Internet download. Downloading programs from the net is free, since neither PegMedia.org nor Peak Moment TV charges for this service. Since this is a loss of revenue for Peak Moment TV, we ask you to donate \$1-3 for each program as a voluntary license fee.

DVD Prices

Start Peak Moment on DVD for free! To get you started, we can loan you three DVDs, whose 12 programs can be cablecast for 3-6 months, depending on how frequently your station wants to show the program. We ask you to pay \$3 shipping, and to mail the DVDs back after they're shown. We offer this to help subscribers raise money through friends, businesses, and groups.

Each DVD has four consecutive programs (1-4, 5-8, etc.). DVDs are packaged either in paper sleeves or in standard DVD cases with an attractive printed cover, suitable for libraries and lending (sample cover is below). All prices are plus shipping, and plus tax if in California.

Your order can include both past and future programs. Some subscribers order past DVDs and show a program each week. You can purchase by check, or I can email you a PayPal invoice for paying online with credit card.

| quantity | in paper sleeve | in case with printed cover |
|--|-----------------|----------------------------|
| 24 programs on 6 DVDs | \$100 | \$120 |
| 52 programs on 13 DVDs (bonus: one free DVD) | \$200 | \$235 |

Four 28-minute conversations and tours with host Janaia Donaldson emphasizing positive responses to energy decline and climate change through local community action.


Energetic Students Empower Cal Poly
The future's environmental leaders are here now! Student leader Tylor Middlestadt recounts how Empower Poly (San Luis Obispo, CA) is bringing students to the table — with staff, faculty, and local communities — to shape a greener future. Students successfully pushed for environmentally-friendly design for the nation's largest student housing project. Inspired by the UC Go Solar campaign, students formed Renew CSU to advocate renewable energy projects on campuses statewide. (www.empowerpoly.calpoly.edu). Episode 85, recorded November 10, 2006.

How Much Food Can I Grow Around My House?
In summer 2006 Judy Alexander embarked on an experiment to see how much food she could grow, and how many neighbors could benefit, from the garden around her house. Check out her homegrown rainwater collection and irrigation system — watering her 60+ edible crops. Meet the bees, the chickens and the worms. And catch her joy in producing so much food for so little effort. Episode 87, recorded August 17, 2006.

A Cutting-Edge Architect's Eco-Friendly Home
As an organizer in the American Institute of Architects, Chris Stafford has long promoted sustainable design. As a natural builder, he worked with straw bale and clay in Greece and Saudi Arabia. For his Port Townsend home, he considered site, size, materials and energy. The 1500 sq. ft home uses mostly non-toxic materials (and fewer of them), foam insulation, metal roofing, solar hot water for space heating, photovoltaics for electricity, and an innovative rainwater collector for landscape irrigation. (www.building-green.net). Episode 86, recorded August 16, 2006.


Make Way For Bikes
City Councillor Scott Walker of Port Townsend, Washington is working to build a walkable, bikeable community where the car is not essential. As a result, the town has designated many undeveloped streets and "connectors" as non-motorized routes. He says, "Build safe, convenient facilities for walking and biking, and they sprout people." Watch Janaia test ride Scott's electric bike, which "flattens the town" as if there were no hills. Episode 88, recorded August 19, 2006.

Peak Moment Conversations 85-88
Empower Cal Poly Architect's Eco-Friendly Home, How Much Food Can I Grow?, Make Way for Bikes




Community Responses for a Changing Energy Future


Energetic Students Empower Cal Poly
Tylor Middlestadt




A Cutting-Edge Architect's Eco-Friendly Home
Chris Stafford




How Much Food Can I Grow Around My House?
Judy Alexander



Make Way For Bikes
Scott Walker





Peak Moment Conversations series produced by Yuba Gals Independent Media Nevada City, California 95959
www.peakmoment.tv info@peakmoment.tv

Submit paperwork to your station

Some stations have a review process before accepting the program. Most simply accept the media and your filled-out form. Fill out the form listing yourself as the sponsor. Sometimes a station requests permission or additional information about the program; we've provided this below. If required, we as copyright-holders can submit a letter permitting the station to air these programs.

Program title: Peak Moment Conversations

Very short description: Empowering locally-reliant, sustainable living

Short description: Stories of individuals whose grassroots activities adapt to the new economic conditions, increase household, neighborhood and community security, and lay the groundwork for a sustainable society.

Longer description: **Peak Moment TV** showcases perspectives and initiatives for local self-reliant living. The half-hour programs feature host Janaia Donaldson's conversations and on-site tours with individuals and communities preparing for accelerating economic, energy and climate challenges.

Category: (depends on categories your station lists) Environmental, Social Concerns, Information, Educational

Audience: General

Series frequency: Weekly. Permission is granted to cablecast programs an unlimited number of times.

Preferred showtime: 5:30-10:00 pm weekdays and Sunday evening (prime time)

Program length: half-hour (28:00 max).

Permission for station to duplicate program: No

Permission to publish our website link on their website: Yes. Our website is www.peakmoment.tv.

Copyright-holder: Yuba Gals Independent Media, 15504 Lone Bobcat Way, Nevada City, CA 95959

Producer (for feedback, questions, contact, permission):

Janaia Donaldson, janaia@peakmoment.tv, 530-265-4244 (California)

Let us know when the series is accepted

1. Email us *the station name and abbreviation (e.g., Nevada County Television, NCTV), website url, and the cable channel number* that the program will go on. We'd like to list them on our website. Please also send contact information for a person at the station we can contact if there are technical questions (*name, postal address, email address, phone number*).
2. Once the program is scheduled, email *the time slot(s) and the start date* for our website and tracking.
3. *To whom should we mail future programs?* We can mail to you or directly to the station. If the latter, please email the address to us.

What happens to the DVDs after cablecasting?

1. Ask the station, *Do they keep or return media to the producer?* (Most return it). If returned, do you want to keep them? If you want the programs, you are responsible for picking up media when the station is done with it, according to their practices and schedule. If you don't want the media, we will include a self-addressed stamp envelope from time to time for media to be mailed back to us for another station's use.

Promoting the show in your community

1. *Do you want us to create a custom credits screen?* It is intended to air for a few seconds immediately after the Peak Moment shows, and can credit you as the program underwriter (e.g., "**Peak Moment is brought to you Tuesdays at 7 pm and Sundays at 3 pm by Sustainable Smalltown, website, phone number**" or something similar that fits on one screen). The station programmer must be informed to add it following each program. Of course the station can air it anytime, not just immediately after the program.
2. Before the programs start, put a notice in your newspaper; send emails to community groups and friends; put a blurb on your website. You're welcome to take pictures and descriptions directly from our website. We can provide copy, logos, background information, and are happy to be interviewed. This is a very tangible project that lends visibility and credibility to your organization.
3. Please link to www.peakmoment.tv in your emails and on your websites. You can even to embed online Peak Moment videos on your own website! Once the program schedule is established, you might want to email the description of each show to your local media and group lists and/or put it on your website.
4. *Do you or the station want descriptions and thumbnail pictures for their website, newspaper or other publication?* They are welcome to copy pictures and descriptions directly from our website.

Thank you

Finally, thank you for bringing Peak Moment Conversations to your community. We hope these programs contribute to creating the world we all want. We are grateful for your support for Peak Moment TV, and your work for the earth community.

Yours for a sustainable world,

Janaia Donaldson (producer) and Robyn Mallgren (director)