

Good Dirt Radio

digging up good news... for a change

*One of the major hurdles to a renewed and restored earth is public education. In our busy world, we hear about problems but very little about solutions. If people don't understand how they can contribute on a personal, community level, they experience numbness or despair. When we are isolated by hopelessness, we miss out on the largest driver of social change; **citizen action**. The work being done by the folks at Good Dirt Radio helps access the attention of the mass audiences we need to help with environmental restoration. Their news programs inspire people to make informed choices, and that helps us all.*

-Paul Hawken,

author, entrepreneur and environmental activist



Tom, Gary, Ron and Jude

Since 2004, Good Dirt Radio has been inspiring people to take creative, solution-oriented action in response to the many environmental challenges we face. Our format spotlights progressive thinking individuals who are deploying their creativity to support a healthier biosphere. Our goal is to encourage others to duplicate these actions in more communities by sharing our free program with listeners nation wide.

We have a proven track record of award winning broadcasts and we've positioned ourselves to be a voice for grass-roots change. Feedback has shown us that this solution-oriented programming not only works but has the potential to inspire widespread participation in a movement to address the planetary predicaments we face.

We are presently seeking the necessary funds to take the endeavor to the national stage so we can reach a wider audience. Our 501(c)(3) is in need of your financial support.

Good Dirt Radio highlights citizens engaged in effective, creative actions in their communities, businesses and homes that benefit the health of our planet. Our series of five-minute reports air on numerous public and community stations in the Western US with a combined audience of well over a million listeners. Our programs are also available on our web site. An example of one recent report is 'Phantom Power.' Many people don't know that modern electronic devices, of all types, can draw power, even when they are turned off. This power waste is equivalent to the output of about 17 coal-fired power plants in the U.S. The report defines measures citizens can take at home, and in their businesses, to cut this wasteful electrical consumption.

In 2006, Good Dirt Radio received the Wirth Chair Award for Excellence in Environmental Media through the University of Colorado at Denver. This award honors the environmental and sustainable development achievements of former US Senator Tim Wirth, currently president of the United Nations Foundation. Congressman Mark Udall also recently commended our efforts on the floor of the U.S. House of Representatives. In 2008 we also received an "E-chievement" award from the E-Town program on Public Radio.



Given the state of environmental affairs, we believe it is absolutely necessary for people to make behavioral changes now. There is great need for the encouragement and information we provide. Our stories play a vital role in motivating actions, that will lead to a more secure future.

Our newest initiative is called the "Weekly Wakeup Call." This series of fifty-two programs will specifically focus on creative ways people are reducing their carbon footprints.

Our goal is to air the weekly programs in every state in the U.S. and to inspire behavioral changes that support the environment and mitigate climate change. We have recently received an offer for a matching grant of ten thousand dollars. We are presently looking for a small group of local sponsors at five hundred to two thousand dollar donation levels to reach the challenge.

Please take a moment to review our overview video and our programs at <http://www.gooddirtradio.org>. Also please view the noteworthy endorsements of our work below.

Thank you for your consideration!

Gary A. Lewin, Chair,
Good Dirt Radio Board of Directors
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The effort of cutting edge media outlets like Good Dirt Radio to raise citizen awareness of climate change and a host of 21st century environmental challenges is crucial to changing public policy and unwise practices of the past. Good Dirt Radio deserves our wholehearted support in its continuing efforts to educate local communities and the entire nation.

-Gary Hart, Former U.S. Senator

I am honored that Good Dirt Radio was selected as a recipient of the Wirth Chair Sustainability Award for its innovative work in broadcasting. Good Dirt is not only helping to shine a light on success stories that illuminate a more environmentally sound future, but also demonstrating that communications is changing in ways that empower people at the community level to get their ideas and point of view out to the public.

-Timothy E. Wirth, Former U.S. Senator, President, United Nations Foundation, Better World Fund

I like to hear good news, the stories about the people who make a positive difference and who cannot be let down by all that could leave you depressed. At this time in my life I want to be inspired and know that I am not alone, wanting to make a difference. If you want to know about the good environmental news there is only one source ... Good Dirt Radio.

-Gunter Pauli, founder Zero Emissions Research and Initiative, [ZERI], of the United Nations University in Tokyo, author

Congratulations, Good Dirt Radio! We will change the world at the local level.

-Mark Udall, Colorado Congressman

What a welcome relief Good Dirt Radio and its programs are to its listeners... keep up the great work, its much needed and appreciated! Thanks you for what you are doing for all of us.

-Ellen Roberts, Colorado State Representative