



Colorado Go Green

*"I don't really consider this a political issue, I consider it to be a moral issue."
Al Gore, on the environment*

√1997 was the warmest year on record. Global warming is now happening faster than at any time in the last 10,000 years, and the 10 warmest years on record have been experienced during the last two decades.

√Today 40 percent of our waters are still too polluted for fishing and swimming.

√Four days of global military spending, which is estimated to run about \$8 billion, could finance a five-year action plan to protect the world's remaining tropical rain forests.

√In less than one hundred years over half of the world's forests have been cut and burned, leaving whole areas of the earth bare and unprotected, rendering entire regions lifeless and accelerating erosion.



2007 Colorado Go Green Initiative

99.5 The Mountain is Denver's leading environmental media outlet. Since its inception, KQMT has been committed to cleaning up Colorado and giving back to Mother Earth. Since KQMT launched under a different media umbrella in 2002, the effort to make real and lasting change in and around Denver, to help protect children and our environment for years to come, has strengthened. KQMT's commitment will expand even further in 2007 and make The Mountain and Colorado greener than ever.

The Mountain's Colorado Go Green initiatives are based upon simple yet comprehensive programs designed to further our culture of environmental responsibility within the greater Denver community. Colorado Go Green is based upon three fundamental beliefs:

The Mountain believes in protecting our community through environmental stewardship.

The Mountain believes our listeners will do "the right thing" when given accurate, truthful information.

The Mountain believes the Denver Community wants ongoing, comprehensive programs with options and freedoms to choose what works best for them so they can help make a positive environmental impact.





2007 Colorado Go Green Calendar

April 2 – May 25: Plant A Tree

Increasing temperatures due to global warming have continued to create problems for our National Forests. Lingering extreme drought conditions have set the stage for wildfires all over Colorado, losing millions of acres of forestland, and warmer temperatures have seen a proliferation of highly destructive mountain pine beetles.

KQMT and O'Tooles presents *Plant-A-Tree*: \$2 for 2 trees. Listeners have the opportunity to purchase a sapling for \$2. The net proceeds will benefit the Arbor Day Foundation, which will in turn plant one tree per every dollar raised.

June 4 – June 29: Water Conservation

Recent population growth throughout Colorado, together with limited opportunities to augment supply, have increased the importance of water conservation. Coupled with the fact that parts of Colorado are experiencing a prolonged drought, water conservation is more important than ever!

KQMT presents our water conservation program, designed to remind people of the importance of saving water throughout the summer. For instance, did you know that watering your landscape in the early morning or late evening can save up to 40% more water, or that Xeriscaping uses 42% less water than traditional landscaping.

July 2 – July 27: Oil Recycling

Proper recycling will ensure that used motor oil does not make its way into local surface and groundwater resources. Should oil get into the environment, it can quickly pollute large amounts of water. For instance, one gallon of motor oil can contaminate one million gallons of freshwater. That is a year's supply of water for 50 people!

In an effort to keep our waterways clean, KQMT supports the Oil Recycling campaign, designed to educate the public about oil recycling programs in their area and encourage safe disposal of oil and car batteries.





2007 Colorado Go Green Calendar

August 6 – August 31: Electronics Recycling

Our growing dependence on electronics products both at home and in the workplace has given rise to a new environmental challenge: electronic waste. Research indicates that electronic waste is growing at three times the rate of other municipal waste. Electronic circuit boards, batteries, and color cathode ray tubes (CRTs) can contain hazardous materials such as lead, mercury and hexavalent chromium. If improperly handled or disposed, these toxins can be released into the environment through landfills or incinerator ash.

KQMT believes that education is the key. In just one year, over 112 million pounds of valuable materials were recovered from disposed electronics for recycling and reuse. Materials include steel, glass, plastic and precious metals. In an effort to educate the public and the risks of improper disposal of electronic waste, KQMT will emphasize the importance and ease of electronic recycling.

Sept 6 – Sept 31: Green Community: Adopt-A-Spot

In conjunction with Keep America Beautiful, KQMT wants to raise awareness of 3 key issues: Litter Reduction, Waste Minimization and Sustainable Community Improvement and Beautification. In September, KQMT will launch a campaign to clean up trash and graffiti in select neighborhoods throughout Denver and encourage listeners to get involved.

Oct 1 – Oct 26: Take a Green Ride

In United States, about half the air pollution comes from cars and trucks. Two important ways to reduce air pollution are to drive less -- even a little less -- and to drive smart. Taking fewer trips in your car or truck helps cut air pollution, and adopting smart driving habits reduces your car's emissions. The Mountain is dedicated to encourage using public transportation whenever possible.

Nov 5 – Nov 30: Conserve Energy

Energy efficiency and conservation go a long way toward preserving our planet's rich natural resources and promoting a healthy environment. KQMT will educate the public on simple yet effective tips to make your home more efficient to help save resources and consumer money.

Dec 3 – Dec 28: Green Holidays

The holiday season is a time for friends and family, but it's also the time when we create more throw away material than at any other time of the year. But just because we create it all doesn't mean we have to throw it all away. Gift boxes, trees, wrapping paper, cards, and catalogs are just a few recyclable materials.



KQMT will be Green On-line, On-Site, & On-Air





Colorado Go Green On Air

- Dedicated Radio Commercials
 - :60's, :30's, :15's
- Informational Vignette Campaigns
 - Reforestation
 - Water Conservation
 - Oil recycling
 - Electronic recycling
 - Litter and Waste Reduction
 - Air Pollution
 - Energy Conservation
 - Recycling
- Promotional Campaigns
 - Plant a Tree: April-May
 - Water conservation: June
 - Oil Recycling: July
 - Electronic Recycling: August
 - Green Community: Adopt-A-Spot: September
 - Take a Green Ride: October
 - Conserve Energy: November
 - Green Holidays: December



Colorado Go Green On-Line

- Audio streaming
- Database marketing
- Banner Ads
- Video Gateways
- Microsites



Colorado Go Green

On-Site

- Community Events
- Earth Day-April 21
- Remote events
- Cross promotions

