



750 1<sup>st</sup> St, NE  
Suite 1100  
Washington, DC 20002  
202.682.6294 *Main*  
202.682.3050 *Fax*  
[www.cleanskies.org](http://www.cleanskies.org)

**Not For Immediate Release**  
**Embargoed Until 10am EST December 2, 2011**

## **American Clean Skies Foundation Announces Media Initiatives For 2012**

### ***New Grant Program to fund Energy Related Films and Online Content***

### ***Weekly Public Affairs Program energyNOW! to Transition into Multi-Part Series Profiling Energy Innovators for Distribution by Bloomberg TV***

(Washington, DC – December 2, 2011) -- The American Clean Skies Foundation (ACSF), a Washington DC-based non-profit committed to advancing energy independence and a cleaner environment, announced plans today for transforming its media program in 2012.

The plans include:

- A new grant program to underwrite the production and distribution of original TV, film and web content on clean energy and related topics, including feature-length documentaries and shorter subjects.
- Transitioning the weekly public affairs program energyNOW!, which currently airs nationwide on Bloomberg TV and on ABC-7 in Washington D.C, into a multi-part series called "Energy Now: The Innovators". The series will be co-sponsored by ACSF and will air nationally on Bloomberg TV in 2012.

"Following a strategic review, we have decided to focus our future media efforts on selective initiatives that we believe will more effectively advance our core mission of getting the country to use cleaner fuels and to put our vast natural gas resources to work." said Gregory Staple, ACSF 's CEO.

## **New Media Grants**

The new grant program is expected to have an initial budget of approximately \$1 million. Producers will also be provided in-kind technical support and access to the Foundation's existing \$2 million state-of-the-art digital TV production and editing facilities on Capitol Hill. In addition, funding will be available for pre and post-production work, as well as for marketing and distribution.

"We expect this new grant program to stimulate a host of creative ideas and help us bring the Foundation's messages to a wider audience," said Staple. "Movies can impact people's sense of what is possible like nothing else", he added. "And sparking new opportunities is what ACSF is all about."

Details on the funding criteria and the selection process for eligible projects will be released in January 2012 on ACSF's web site.

## **Energy Now: The Innovators**

Next year, ACSF's current energyNOW! TV program, the 30 minute weekly TV news magazine, will be wound down and replaced by a new relationship with Bloomberg TV. The relationship will include co-sponsorship of a new multi-part series profiling energy innovators. The new show -- provisionally titled, Energy Now: The Innovators -- will also be distributed by Bloomberg TV and will have a companion web site linking to the extensive TV archive for energyNOW!

The Foundation's energyNOW! program was launched in October 2010, and the show - along with the related web site ([energynow.com](http://energynow.com)) – is currently viewed by over 100,000 TV households each week. The program is hosted by former CBS TV anchor, Thalia Assuras and has developed a national reputation for in-depth independent journalism on America's most pressing energy challenges.

"energyNow! has been a valuable resource for providing news and information," said Staple. "However, next year, we will be concentrating our TV sponsorship on programming about the innovators whose companies and work are actually transforming our energy options," said Staple. "The Bloomberg organization is an ideal partner given its ties with the business community and its reputation for editorial excellence across its online, print and broadcast properties. We are pleased to work with them on this new series."

## **About the American Clean Skies Foundation**

ACSF was founded in 2007 to advance America's energy independence and a cleaner, low-carbon environment through expanded use of natural gas, renewables and energy efficiency.

The Foundation is a not-for-profit organization exempt from federal income taxes under Section 501(c)(3) of the Internal Revenue Code.

**Media Contacts:**

Jack Deutsch  
American Clean Skies Foundation  
202.682.6294  
[jdeutsch@cleanskies.org](mailto:jdeutsch@cleanskies.org)

Brent Gooden  
Gooden Group  
405.715.3232  
[bgooden@goodengroup.com](mailto:bgooden@goodengroup.com)

Whit Clay  
Sloane & Company  
212-446-1864  
[wclay@sloanepr.com](mailto:wclay@sloanepr.com)