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## CEC Recovery Funds Submission

Public education is a critical part of creating the “new energy paradigm”. Without public support, policymakers are not ensured of the support they need to enact changes to a system of energy distribution, use, and supply that we all have a very large stake in changing. Nothing less than the climate we depend on is at stake. Education, outreach, and changing behaviors and attitudes are the only way we can ensure long term success.

The public is constantly requesting accurate, balanced, up-to-date information on renewables, efficiency, and alternative fuels, and not much is available. Project reports from agencies, private project descriptions, cut-sheets, newspaper and magazine articles, and the few films that exist need to be supplemented. To tip the balance towards the new, thoughtful presentations of policies and technologies, and comparative analyses need to be developed and presented to the public.

Whereas Federal Documents reference Recovery funds being used for Public Education purposes, the CEC currently contemplates the funds being used only on projects that save energy, such as retrofits to schools. Communicating, educating, and the building of public support are conspicuously missing in the California Energy Commissions contemplated uses for Recovery funds.

Not only is public education referenced in Federal descriptions of appropriate uses for Recovery funds, there is precedent for the use of funds for public education by the CEC. Several years ago, the California Energy Commission was the largest sponsor of a film on solar power that has now played to audiences of over 100 million people for the last four years all across the US, and the film continues to be played and requested frequently. This occurred because the Commission had the foresight to back such a venture, and also because of broadcasts on KRCB and other independent PBS stations across America.

We at KRCB (Sonoma County’s PBS station) believe that the Commission should consider allocating some funding for public education regarding renewables, efficiency, and alternative fuels. We have such a series, *Powering Up*, started and ready to go, with energy spots currently playing on PBS stations throughout California and across the country, and four, half-hour episodes of the series written but not yet funded.