



January 30, 2008
8pm Eastern

www.focusthenation.org

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Introduction and Purpose

In the next few years, we as a nation will make, or fail to make, critical decisions regarding global warming pollution and clean technology investments. These decisions will have far-reaching and irreversible impacts on the lives of today's students and the lives of their children. At this moment in time, we owe our young people at least a day of focused discussion about global warming solutions for America.

Focus the Nation is organizing a national teach-in on January 31, 2008 on global warming solutions for America—creating a dialogue at over a thousand colleges, universities, high schools, middle schools, places of worship, civic organizations and businesses, and directly engaging millions of students and citizens with the nation's decision-makers. To kick-off the teach-in Focus the Nation and National Wildlife Federation are sponsoring The 2% Solution webcast on January 30th, 2008 at 8pm Eastern. Our intent is to move America beyond fatalism to a determination and face up to this global challenge, *the* challenge of our generation.

Focus the Nation is an educational initiative, but we also promote civic engagement. All Focus the Nation participants should work to engage local, state and federal political leaders and decision-makers to come to campus and participate in a non-partisan, round-table discussion of global warming solutions. US Senators and members of congress, state representatives, mayors and city councilors, all will be receiving dozens of invitations to speak about global warming, from over a thousand institutions nationwide. Every site participating in The 2% Solution webcast on January 30 will be encouraged to vote on their top five national priorities for global warming action, producing a campus and citizen endorsed policy agenda for 2008.

Check out www.focusthenation.org for more information!

The Lowdown

If you are interested in hosting Focus the Nation's **The 2% Solution** webcast on your campus on **January 30, 2008 at 8pm Eastern**, these simple tips can help you get organized!

Reserve a room, lecture hall, or auditorium through Campus Activities, Student Union, Facilities or the appropriate department on campus. Make sure this room has the technical capabilities needed.

Reserve the room at least 30 minutes before your event so you have time for set up and to test all technical equipment!

Collaborate! Get campus departments and organizations that might be interested to take part in organizing the event.

Natural Resources
Environmental Studies
Facilities Management
Student Government
Campus Administrators

Promote as much as possible!

Check out www.focusthenation.org for more information!

Directions to View Webcast

The 2% Solution webcast will be streamed free on Earthday TV Network. The webcast will be shown live at www.earthdaytv.net. There will be a special button saying "The 2% Solution Live Web Cast". Click on the button to start watching the webcast.

The 2% Solution will also be available at www.earthdaytv.net after January 30th. If you are planning a Focus the Nation event after January 30th, please feel free to show the webcast. You can even show it on January 31 as part of your teach-in!

During the live broadcast, viewers will be able to submit questions by email to:

input@focusthenation.org

Ask The 2% Solution panelists questions about what matters most to you!

Technical Requirements

- Internet broadband access of at least 500 Kbps.
- Flash 9.0 (downloadable for free from the Adobe web site)
- Audio equipment

Please test your web stream at:

www.earthdaytv.net

Click on any of the videos playing on Earthday TV Network. Focus the Nation's The 2% Solution webcast will use the same streaming capabilities as the videos currently on Earthday TV Network. If you can view the current videos being shown, you will be able to view The 2% Solution.

Check out www.focusthenation.org for more information!

Recommended Resources

Higher Education in a Warming World – The Business Case for Climate Leadership on Campus

A new report published by National Wildlife Federation in January 2008 highlighting the business, educational, and moral arguments for reducing greenhouse gas emissions on campus, with best practices from U.S. colleges and universities. Find this new resource at:
www.campusecology.org.

Chill Out: Campus Solutions to Global Warming **April 16, 2008 7:00pm eastern**

Host a live broadcast featuring positive, practical solutions to global warming being implemented by higher education campuses around the country. To sign up go to: **www.campuschillout.org**.

Case Studies

Campus Ecology gathers case studies from campus team members to document the great work being done on projects ranging from energy, transportation, habitat, waste reduction, and more. The case study database is searchable by topic, school, and state. Check out:
www.campusecology.org.

NWF Global Warming Policies **Education**

Advocacy for global warming and sustainability education means campaigning for changes in our nation's educational system that will ultimately produce a sustainability-literate society.
www.nwf.org/campusecology/FocustheNation/

Wildlife

Global warming is by far the greatest threat currently facing wildlife and the ecosystems on which both wildlife and people depend.
www.nwf.org/campusecology/FocustheNation/

More NWF resources on global warming, including state fact sheets on global warming impacts can be found at:

www.nwf.org/globalwarming/

Check out www.focusthenation.org for more information!

Focus the Nation
The 2% Solution Webcast

When: January 30, 2008 at 8pm EST

View at: www.earthdaytv.net

**DURING THE BROADCAST SEND
QUESTIONS TO
[input@focusthenation.org!](mailto:input@focusthenation.org)**

Contact Information

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Please visit www.nwf.org/campusecology for more information on how the National Wildlife Federation is helping colleges and universities confront global warming on campus.

Check out www.focusthenation.org for more information!