



The search for solutions to the problems of sustainable growth, climate change, and energy conservation is increasingly inspiring thought leaders to look at one of America's finest resources - our forests. Whether for building or for recreation, it's clear that our forests are good for the economy and for the spirit. They are a renewable resource. And they store carbon instead of releasing it into the atmosphere. Yet wildfires, unprecedented insect infestations and encroaching development demand action to protect and use wisely our woods. To celebrate US forests and to advocate for their constructive management, we propose a communications campaign centered on a broadcast television documentary series for PBS and multi-faceted social media outreach.

America's Forests with Chuck Leavell captures the breadth of our nation's woodlands - both public and private. We feature different stories that demonstrate how important forest habitats are to the well-being and economic health of communities across the country. In this series, we present individuals who embody this passion for the woods, from architects to artists, from climbers to carpenters.



Host **Chuck Leavell** is one of a kind. Often on tour with The Rolling Stones, he's both acclaimed as a rock-and-roll piano player AND as a conservationist tree farmer. After studying forestry by correspondence and doing much of his homework while riding a tour bus with the Fabulous Thunderbirds in the mid '80s, Chuck and wife Rose Lane White Leavell turned her family's plantation near Macon, GA., into what has become a textbook tree farm. Hugging one of his many trees, Chuck declares he's fortunate to have three real passions in his life: "My family, my trees and my music." He is also the co-founder of The Mother Nature Network (www.mnn.com), the world's leading environmental website. Chuck will be our on-camera guide travelling across the country to interview people who are passionate about the gifts we get from our woods.

The Executive Producers of America's Forests are Bruce Ward and Kate Raisz. Bruce is the founder and President of Choose Outdoors, a *White House Champion of Change for Rural America* and a *Take Pride in America* award recipient. He assists the US Forest Service with US Capitol Christmas Tree partnerships and cross country celebrations. Kate is an award-winning filmmaker with decades of experience making television programs for PBS and other broadcast channels.

America's Forests with Chuck Leavell

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TUNE IN
SATURDAY, APRIL 1 at 7:00 PM
for the premiere on
OREGON PUBLIC BROADCASTING!