

Red Willow Films
P.O. Box 5218
El Dorado Hills, CA 95762

Dave Ficke
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Blue Jay, CA 92317

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Dear Bob Anderson,

Regarding the production of *Eco Company*,

As a high school science teacher, I found *Eco Company* to be a great example of what educational TV should be: relevant, meaningful, and entertaining! Each segment begins with an environmental issue or concern then transitions into a real science lesson with young adults (students) narrating and interviewing a scientist. The material ties into current environmental issues, and the teen hosts can easily relate to the viewer demographic.

What makes the series a big hit for me is that it features what appear to be high school students running the show. The production explains that these kids are student volunteers; we know that young adults are twice as likely to volunteer their time as adults, and this production by its very nature encourages this. *Eco Company* not only shows young adults doing the interviews, but in many cases highlights students participating in volunteer projects of their own in a professional science community as well as their own neighborhoods and schools.

Although *Eco Company* does indeed fulfilled the criteria for a public television program, what excites me most is the representation of real kids, not professional actors, doing real environmental science, a terrific example for every adult or child watching the show. In the episode featuring Mira Loma High School in Sacramento, students are working on the Arcade Creek Project, where they are taking ownership of the environmental issue of invasive plant infestation, and are restoring and monitoring the creek which is near their school. A program of this type that offers education and inspiration, and demonstrates student involvement through volunteerism and sound science research in the projects is an ideal extra-curricular assignment for any middle or high school science program.

Sincerely,



Dave Ficke
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