



LOVE ■ YOUR ■ PLANET

C R E A T I V E C O M M U N I C A T I O N S



If your life's work is to **make the Earth greener**, **the air and water cleaner**, and **the world cooler for future generations**, **Love-Your-Planet Creative Communications** is your ideal tool.

Love-Your-Planet will illuminate your cause via the **written word**, **graphic design**, **moving imagery**, and **special events**. We'll excite, stir fresh thoughts, stimulate new behavior, and introduce innovative ways to enhance our humanity —

— *as if Planet Earth itself were our client.*



With more than **50 years** combined experience in influencing public opinion through awareness campaigns, political action, advertising, and multi-media, we're focusing our attention on the mid-21st century. What can we do today to ensure a livable, lovable planet in, say, 2050? That depends a lot on you. We're here to be your effective resource. Showcase your benefits. Tell your story. Get serious and demonstrate the urgency to **combat global warming and offer alternatives to fossil fuel** consumption.



For example, if you harness **solar, wind**, or **other renewable energy** and want a local government to offer it to the public — let us help you reach and influence decision makers.

If you are a **government agency** and want the public to adopt conservation methods, we can craft the education campaign.

“Conventional oil is running out.”

—**Alternative Energy Institute, Inc.**

If you want the public to save energy in their **homes, offices, schools**, and **community centers** — we can prepare your website, brochure, PSAs, and other collaterals with how-to information.

If your community is choking on dirty air, let us work with you to convince families how to protect their children and the **ecology**.

There's much to do. **Let's start now!**

WHICH WORLD WILL OUR CHILDREN INHERIT?

A Livable Planet in 2050...Depends on What We Do Now



■ *“The most obvious bold national project that [the President] could launch now — his version of the race to the moon — would be a program for energy independence, based on developing renewable resources, domestic production and energy efficiency.”*

—Thomas L. Friedman / *New York Times*

■ *“It will need a groundswell of ordinary citizens making their objections to the status quo plain in order to ‘wrestle the Earth from fools’ (as singer Patti Smith puts it). The time to watch and wait has already run out. It’s time to switch on the alternatives.”*

—Dinyar Godrej / *The No Nonsense Guide to Climate Change*



■ *“Renewable resources are inexhaustible. . .”*

—Office of Power Technologies / *U.S. Department of Energy*

■ *“You have much more energy from the sun than you’ll ever be able to use on earth.”*

—Stanford R. Ovshinsky, president & CEO / *Energy Conversion Devices, Inc.*

■ *“A basement fuel cell working in tandem with solar cells on a house’s roof could churn out all the necessary local energy, rain or shine.”*

—Katherine Brown / *“Invisible Energy” / Discover Magazine*

■ *“Wind is actually the newest cash crop for the nation’s farmers. The farmers love it. . .politicians love it, the landowners love it, and the local utilities are happy about it.”*

—Ronald Green, president / *FPL Energy, LLC*

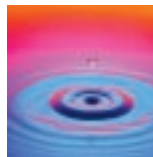


■ *“The fuel cell will be more than a new power plant for the car. . .new components will converge with the Internet and high speed communications to turn the car into a programmable device.”*

—XCORP, Malibu, CA

■ *“We could put an energy infrastructure in place over the next decade that could increase the productivity and efficiency of the U.S. energy system by at least 30 percent, with a similar level of pollution reduction.”*

—“Beyond Fossil Fuels” / *Sierra Magazine*



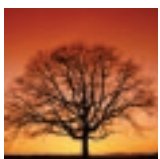
■ *“More than 700,000 jobs would be created by 2010 and 1.3 million jobs generated by 2020 by investing in renewable energy technologies. . .”*

—The Tellus Institute, provided by *The Wilderness Society*



■ *“With even a modest amount of global warming. . .thousands of species, from lichens and mosses to penguins, polar bears, and reindeer, could be lost.”*

—Edward O. Wilson, scientist and Pulitzer Prize author / *The Future of Life*



■ *“Fears of global warming aside, burning fossil fuel releases chemicals and particulates that can cause cancer, brain and nerve damage, birth defects, lung injury, and breathing problems.”*

—Turning the Corner: *Energy Solutions for the 21st Century / Alternative Energy Institute, Inc.*

■ *“Climate change threatens international peace and stability.”*

—Mikhail Gorbachev, president & founder / *Green Cross International*



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is a brand new enterprise with a hefty mission as old as the universe: safeguarding our home base, the Earth, **for future generations** of all living things.

It’s a joint undertaking that requires your participation.

Tell us about your cause, and we’ll recommend and carry out a **public communications plan**, complete with every desired **media application**, to reach your goals.

Ours is a solid record of strategically designing and **delivering messages, materials, and campaigns** with clarity, persuasiveness, and promptness.

Your Planet
Earth saved.

Renewable
energy sources
— revealed.

Conservation
— carried forward.

A collective
sigh of relief
— reverberated.



Producing Environmental Profiles

"A valuable resource... for anyone concerned about the global challenge of restoring ecological balance to our delicate planet."

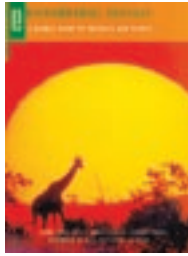
—**Al Gore, Vice President of the United States**

"One of the truly great contributions in our relatively new science of environmental conservation."

—**Richard Evans Schultes**
Botanical Museum of Harvard University

"One of the best new reference books of the year. Highly recommended."

—**Library Journal**



Pursuing International Human Rights

Building coalitions, stirring awareness, and saving lives on behalf of the U.S. Congress.

Promoting Livable Communities

...through grassroots action, earned media, print materials with powerful messages, and festive events bringing people together.



Pushing Alternative Transportation

...in the nation's third most congested region, convincing commuters to use transit, bike walk, or telework — to foster a healthy economy and environment.



Preparing Campaigns

...that spark ideals and positive action. A book is being planned on who is doing what with renewable energy.

A LITTLE BACKGROUND...

Love-Your-Planet founder **Linda Sobel Katz** has been thinking green since her first job, when she raised the **4-H Club** clover to new heights as the University of Maryland's information specialist for these youth programs. The Head-Heart-Hands-Health motto was applied to popular promotional materials — developed by Katz and emulated on the national level — to attract inner-city children and farm youth too.

Later, Katz went political — helping an underdog candidate win **a seat in the U.S. House of Representatives**. Joining his Capitol Hill staff, she became involved in international human rights issues, traveled to the former **Soviet Union** in 1981 to meet with dissidents, propelled the **freshman Congressman** into a leadership role in "speaking out for those who were unable to speak for themselves," and helped him spearhead a quiet, international effort to **rescue minorities from oppression**.

Next, Katz helped a colleague start a **survey research firm** in Bethesda, Maryland, where she specialized in **political consulting, creating and producing campaign literature** and **direct mail** for candidates in tough races where green issues were sometimes at stake.

Opportunities intervened to act both **locally and globally**. Katz became engaged in revitalization efforts close to home, then originated for Garland Publishing the first-of-its-kind international reference book, **Environmental Profiles: A Global Guide to Projects and People** used in two dozen countries worldwide. She also conceptualized and produced **Democrats and American Ideals** for a national presidential nominating convention.

In 1994, Katz rejoined **Potomac Incorporated** — helping it grow into a full-service public affairs, research, and marketing firm — while developing awareness campaigns and materials on behalf of alternative transportation, recycling, livable communities, and more issues that shape our future.

But the **global warming** issue, which had surfaced in research for **Environmental Profiles**, continued to haunt. Then the tragedy of 9/11 paired with America's continued reliance on diminishing and ecologically harmful fossil fuels forced a life-changing decision:

Devote the productive years to fostering a healthy, livable world for our children and theirs.



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