



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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WUWM 89.7 FM Presents PROJECT MILWAUKEE: POWER SWITCH Series: June 10 - 14, 2013 • Forum: June 10 The Promise and Reality of Green Energy in Wisconsin

MILWAUKEE, WI – Green energy first caught on decades ago, when fuel prices skyrocketed, smog blanketed cities and acid rain was detected in lakes. Since then, Wisconsin has sprouted alternative modes of powering everything from buildings to cars to parking meters. Yet most of our energy still comes from fossil fuels. WUWM 89.7 FM – Milwaukee Public Radio will explore the growth of green energy in Wisconsin during the *Project Milwaukee: Power Switch* series.

WUWM's Project Milwaukee. Our Region. Our Future.

WUWM's *Project Milwaukee* explores vital issues in the region through in-depth reporting. Throughout the *Project Milwaukee: Power Switch* series, WUWM News journalists and *Lake Effect* producers will examine the factors prompting interest in renewable energy, and how Wisconsin compares with the rest of the country. Reports will cover green energy applications gone mainstream, the industry's cutting-edge players located here, and the limitations of renewable energy – from politics to practicality.

Project Milwaukee: Power Switch reports and interviews will air Monday, June 10 to Friday, June 14, during *Morning Edition* and *Lake Effect*.

Attend the Forum

WUWM invites listeners and the community to attend a public forum featuring perspectives from utilities, academia, environmentalists and policymakers. The discussion will be held on Monday, June 10 from 10 a.m. to 11:30 a.m. at Discovery World (500 N. Harbor Dr., Milwaukee). Audience members are encouraged to participate in a question and answer session.

The event is free and open to the public. Reservations are suggested. RSVP by June 7 at <http://projmke-energy.eventbrite.com>. If you have questions, call WUWM at 414-270-1224.

(more)



The panel discussion, moderated by *Lake Effect's* Executive Producer Mitch Teich, will focus on the factors that drive the use and production of different forms of energy. Bob Bach will facilitate the question and answer session.

The forum will air during *Lake Effect* on Friday, June 14 at 10 a.m.

***Project Milwaukee: Power Switch* forum panelists include:**

TOM CONTENT, Milwaukee Journal Sentinel – energy writer

DEB ERWIN, Public Service Commission

ANDY HESSELBACH, We Energies

CHUCK MCGINNIS, Johnson Controls

GARY RADLOFF, Wisconsin Energy Institute at the University of Wisconsin-Madison

SHAHLA WERNER, Sierra Club - John Muir Chapter

For more information: www.wuwm.com/projectmilwaukee

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WUWM 89.7FM - Milwaukee Public Radio has served as southeastern Wisconsin's premiere listener-supported public radio source providing quality news, public affairs and entertainment programming since 1964. Licensed to the University of Wisconsin - Milwaukee, WUWM reaches more than 90,000 listeners each week. **WUWM 89.7 FM: NPR / IN-DEPTH NEWS** broadcasts locally-produced, award-winning, in-depth news, entertainment and music programming, and carries national and international news from National Public Radio, Public Radio International, American Public Media and BBC. Podcast of local programs, WUWM News, Lake Effect and UWM Today are available at www.wuwm.com. Listen on-air at 89.7 FM, on-line at www.wuwm.com or via your mobile phone. Follow WUWM on Facebook, Twitter and LinkedIn.