

NBC will use NFL to kick off 2nd Green Week

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For the second consecutive year, NBC Universal will use its sports department to kick off its Green Week in November.

The weeklong campaign, which carries the tag line Green Your Routine, launches Sunday on NBC's "Sunday Night Football" pregame show, "Football Night in America."

"'Sunday Night Football' and 'Football Night in America' are the biggest platforms that the company has," said Mike McCarley, NBC Universal Sports & Olympics' vice president of marketing, promotions and communications.



McCarley said that NBC, as a big media company, feels a responsibility to drive awareness for green initiatives. The company plans to turn the logos for 42 of its brands green and roll out 150 hours of environmentally themed programming. The feel-good campaign also helps the bottom line, though.

"It's good for the environment," McCarley said, "but we're also going to a place where it's good for business because people want to be environmentally friendly. As soon as something can make good business sense, you're going to get more people behind it."

NBC Sports this year will not be dimming the lights in the studio during its Sunday night coverage, as it did last fall. Instead, it will focus on having its talent, including Bob Costas, Cris Collinsworth and Peter King, talk about their green routines.

The network will wrap up the campaign with the Nov. 22 Syracuse-Notre Dame football game. The game serves as the culmination of a monthlong challenge between the two schools hosted on carbonrally.com. Students, faculty and alumni have been participating in eco-challenges to reduce carbon emissions. NBC will donate \$10,000 to the winning side.

NBC also is hosting contest for students from the schools to develop commercials about living green lifestyles. The best ads will be featured on NBC Sports' Web site.

NBC and Notre Dame will host a game-day recycling event at the stadium, and each school has committed to plant a tree on its campus for each point the opposing team scores during the game.

For the most part, networks have been hesitant to pursue on-screen green initiatives like this. But NBC, which has a Green is Universal department, says it is committed to highlighting green programming beyond next week. It is launching an online store at greenisuniversal.com where consumers can buy environmentally friendly products associated with NBC shows.

"This commitment is ongoing," McCarley said.