



MEDIA ALERT

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**KQED's Climate Watch Presents:  
Rising Sun: How Japan is Winning the Energy Race**

October 2, 2009—KQED Public Radio's award-winning **Climate Watch** series ([www.kqed.org/climatewatch](http://www.kqed.org/climatewatch)) is bringing Bay Area audiences an environmental perspective from across the globe with the new series **Rising Sun: How Japan is Winning the Energy Race** ([www.kqed.org/risingsun](http://www.kqed.org/risingsun)). This Monday, KQED will air the first in a series of radio features from Japan, where Los Angeles bureau chief Rob Schmitz is reporting while spending six weeks with the Abe Fellowship. The first report will frame a series of stories that will look at what California can learn from Japan as we embark on a road to a greener future. The story will air Monday, October 5 during *The California Report* as part of the **Climate Watch** series at 5:50am, 6:50am, and 8:50am on KQED Public Radio 88.5FM.

In Japanese culture, *Mottainai* is a concept whose roots run deep; it comes from ancient Shinto-Buddhist philosophy, and the term roughly translates to "don't waste." The concept has helped carry Japan through tough times and the government has drawn on it to encourage its citizens not to waste energy – an important ideal to a country that relies on foreign countries for all of its fossil fuel resources. After the oil scare of the 1970s, the spirit of *Mottainai* was in full effect: the country laid the groundwork for historic changes in how it used energy, efforts that have made Japan the most energy efficient country in the world. Schmitz's radio report will investigate how Japan earned this status, through taxes and a massive overhaul of its manufacturing sector, and how it continues to retain this top billing in a world that values energy efficiency now more than ever.

Future stories in Schmitz's radio series will look at hydrogen fuel cell technology and solar power. In addition to the radio reports, Schmitz is also writing for the **Climate Watch** blog (his posts will be aggregated at [www.kqed.org/risingsun](http://www.kqed.org/risingsun)) and shooting Web videos.

**Climate Watch** is funded by the Mary Van Voorhees Fund and The Follis Family Fund.

**About KQED Public Radio**

KQED Public Radio ([www.kqed.org](http://www.kqed.org)) is a service of Northern California Public Broadcasting, Inc. (NCPB). KQED Public Radio, home of *Forum* with Michael Krasny and *The California Report*, is the most-listened-to public radio station in the nation with an award-winning news and public affairs program service. Listen on 88.5 FM or Comcast channel 960 in San Francisco, 89.3 FM in Sacramento, 88.3 FM in Santa Rosa and 88.1 FM in Martinez. KQED Public Radio 88.5 FM and 89.3 FM also broadcast in analog and HD Radio technology. Stream programs live and download archives and audio podcasts at [www.kqed.org](http://www.kqed.org), featuring unique content on one of the most-visited station sites in public broadcasting.

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