



News

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***Ecoman and the Skeptic*, PhilaU's award-winning green radio show, launches third season Thursday, Jan. 28, 3 to 4 p.m.**

PHILADELPHIA, Jan. 28, 2010 – *Ecoman and the Skeptic*, Philadelphia University's award-winning green radio show designed to educate, inform and entertain listeners on a wide range of topics relating to sustainability, will kick off its third season on Thursday, Jan. 28, from 3 to 4 p.m.

The guests will be Chad Ludeman and Nic Darling, president and marketing director, respectively, of Postgreen, a real estate development firm dedicated to providing healthy, energy-efficient, professionally designed homes at a reasonable price.

Sustainability experts Rob Fleming, associate professor of architecture and director of the M.S. in Sustainable Design program, and Chris Pastore, professor of engineering, are hosts of the innovative radio show, the first green radio program to broadcast live from a college or university.

The third season of *Ecoman and the Skeptic* will air weekly on Thursdays from 3 to 4 p.m. and runs through April 22. The radio show is syndicated on The Green Talk Network and The Variety Channel of VoiceAmerica Talk Radio Network, an internet radio network.

This season, *Ecoman and the Skeptic* will tackle such diverse issues as geothermal energy, the next generation of fuel-efficient vehicles, green entrepreneurship, and organic floral options. Each show features prominent guests and regular features such as Green News and the popular GreenWash quiz with Assistant Professor of Architecture Rob Fryer.

Previous guests have included actor and environmentalist Ed Begley Jr., Leonard Bonnaci, director of event operations for the Philadelphia Eagles, and Jim Kohm from the U.S. Federal Trade Commission, who cautioned about false green advertising claims.

Ecoman and the Skeptic is designed to give multiple perspectives on a wide range of sustainability issues. Ecoman, as played by Fleming, sees everything through a pair of chartreuse-colored glasses, while the Skeptic, a role taken by Pastore, questions everything.

“Sustainability is an issue that touches much of our lives, and there is a growing understanding that we all need to do a better job of protecting and conserving the world’s resources,” Fleming said. “*Ecoman and the Skeptic* is the perfect vehicle to discuss new technologies, educate listeners about positive steps they can take to reduce their carbon footprints and tackle some of the tough issues we face as we try to solve some of these very significant problems.”

The show, which debuted in January 2009, received an award this fall from the Council for Advancement and Support of Education.

During the broadcast, listeners can email questions to the hosts at ecoman@philau.edu or theskeptic@philau.edu, or call in during the broadcast to 1-888-346-9141.

To listen live each week or to download podcasts, go to www.PhilaU.edu/EcoManAndTheSkeptic/.

To learn more about Philadelphia University’s approach to sustainability, go to <http://www.philau.edu/ebooks/sustainability/>.

Philadelphia University, founded in 1884, is a private university with 3,350 full- and part-time students enrolled in more than 50 undergraduate and graduate programs. As part of its core mission, the University focuses on professionally oriented programs that prepare students for successful careers, with a strong foundation in the liberal arts and an orientation toward interdisciplinary cooperation. Philadelphia University includes Schools of Architecture, Business Administration, Design and Media, Engineering and Textiles, Liberal Arts, and Science and Health.