



For Immediate Release  
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### **Mother Earth News Launches New Eco Radio Show Actor Ed Begley Jr. to be Featured Guest on Debut Program**

**Dallas, TX:** Look around... it seems that everyone is going green. Now, Mother Earth News, the most popular green-lifestyle magazine in the country, has partnered with one of America's hottest DIY radio hosts, Andrea "Ask Andrea" Ridout, to launch "Mother Earth News Radio". The venture is Mother Earth's first venture back into radio since the 1970s. The program will debut at 9:00 am CST on November 7, 2009 on CNN-1190 out of Dallas/Fort Worth, and nationally at 11:00 am CST on the IRN/USA Network. The inaugural show will feature special guest, Ed Begley Jr., actor, activist, and host of "Living with Ed", a popular eco-TV program airing on the Planet Green cable network.

Mother Earth News Radio will provide weekly and timely expert coverage of energy-saving tips and ideas, organic and whole foods, eco-friendly projects and products, solar, wind and other renewable energy sources, natural health, green building, and, of course, eco news from across the country and around the world. With guidance from Andrea and her co-host, energy guru, Dan "The Solar Man" Lepinski, listeners will learn to live in harmony with the planet while improving their homes, health and lifestyles. Guests each week will include experts from all across the world of green such as Melissa Shultz (eco-essayist), Natalie Dupree (natural chef), P. Allen Smith (organic gardener), Karl Champley (DIY TV host), Dr. Deb Tolman (the Worm Lady), Don Ferrier (green home builder) and many others. Lively, insightful and on the cutting edge, Mother Earth News Radio will be a must-hear program for the growing number of Americans who want to go green and save green.

Listeners will also be able to visit [www.MotherEarthNewsRadio.com](http://www.MotherEarthNewsRadio.com) for links to Mother Earth News magazine articles, exclusive radio expert blogs, how-to plans and ideas, and much more.

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The national syndicator for Mother Earth News Radio is the IRN/USA Network, broadcasting the program via the ABC Starguide Satellite System. The IRN/USA Network includes nearly 2,500 potential member stations, many of whom are eager to air this exciting new program. The national timeslot is 11:00 am Central Time each Saturday morning, primetime for weekend radio listeners.

The program's flagship station, CNN 1190 AM in Dallas – Fort Worth (4<sup>th</sup> largest market in the US), is a 50,000 watt Clear Channel mega-station with a huge signal that reaches beyond north Texas into southern Oklahoma. Plus, CNN is THE most recognized news brand name in the world! Mother Earth News Radio's north Texas timeslot at 9 am Central Time on Saturdays is ideal for busy homeowners who are beginning their weekends.

**Mother Earth News Radio's Host:** For over a decade, Andrea Ridout has helped do-it-yourselfers hammer through the hype and make smart decisions for their homes. Her national radio show, Ask Andrea, educated millions of listeners across the country and beyond. Andrea also hosted "The Energy Show" and "energizeGreen", and has co-hosted numerous other radio programs. She's a popular guest on both regional and national TV shows. Her articles, expertise and product critiques have been featured in scores of magazines and newspapers as well as in her own recent book, "If I Had a Hammer - Over 100 Easy Fixes and Weekend Projects", published by Harper Collins. The Washington Post Express calls her "Little Miss Fixit". She lives on a small farm near Dallas, Texas.

**Mother Earth News Radio's Co-host:** With over 35 years' experience, Dan Lepinski, a nationally respected expert in solar energy and energy conservation, serves as an advisor to individuals, cities, corporations and even colleges. For several years, he was an associate editor at Home Power Magazine. A few years ago, he became a regular on some of Andrea's programs such as "The Energy Show" and "energizeGreen", until she finally drafted him as a co-host! A professional solar energy design engineer, as well as an all-around energy geek, Dan eats, breathes, and sleeps energy conservation - and his wife Lisa is nice enough to let him get away with it. Their home, which is equipped with solar electric panels and a solar hot water system, is often a test site for Dan's experiments. Of course, their near-zero electric bill every month sure helps!

**Mother Earth News Radio's "Features" Editor:** Cheryl Long is the editor in chief of Mother Earth News magazine, and a leading advocate for more sustainable lifestyles. She supplies many of the topics and segment ideas for Mother Earth News Radio and is also a regular guest. Cheryl lives on an 8-acre homestead near Topeka, Kansas, powered in part by solar panels, where she manages a large organic garden and a small flock of Welsummer chickens. She is also the author or editor of several books, including Rodale Organic Gardening Solutions.

**Mother Earth News:** The magazine was founded on Earth Day in 1970, and has become an icon for earth-conscious Americans from coast-to-coast. Though long coveted by rural, eco-friendly readers, Mother Earth News has gone mainstream. It is now the fastest-growing newsstand magazine in the USA. It can be found near the registers of Home Depot stores, Lowe's, Wal-Mart, Tractor Supply, Whole Foods, Borders Books, Barnes and Noble and other fine retailers. Over three million readers devour the pages of every issue.

**Media Contact:**

-Andrea Ridout

Mother Earth News Radio

[www.MotherEarthNewsRadio.com](http://www.MotherEarthNewsRadio.com)

214-392-7518