

**For Immediate Release**



**CRUDE IMPACT**

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**LINK TV PRESENTS A FOUR-HOUR SPECIAL ON THE DEPLETION OF WORLD OIL SUPPLY, CLIMATE CHANGE AND WHAT WE CAN DO ABOUT IT**

**Special Features Sneak Peak of *CRUDE IMPACT* by Environmental Filmmaker James Wood and New LINK TV Program *OUTSIDE THE BOX* Featuring Willie Nelson**

**Premiering on LINK TV Friday, February 9 at 8 p.m. ET, 5 p.m. PT and continuing at 11 p.m. ET, 8 p.m. PT, repeating February 17, February 25 and March 1 at the same times**

New York, NY, February 9, 2007 — Kim Spencer, President of **Link TV**, announced today the premiere of *THE END OF OIL*, a special four-hour programming block exposing the facts and quickly approaching consequences of our dwindling world oil supply. The special features three new documentaries including a sneak preview of the highly anticipated feature documentary film *Crude Impact*, by environmentalist and filmmaker James Wood. Also included are **Link TV**'s original program *Outside the Box with Peter Coyote: Beyond Big Oil* featuring a ride-along conversation with singer/songwriter Willie Nelson on his eco-friendly bus, and the controversial BBC documentary *Global Warming: Bush's Climate of Fear*. The special will be hosted and debated throughout by renowned environmental reporter Mark Hertsgaard, actor/writer Peter Coyote, author Antonia Juhasz (*The Bush Agenda: Invading the World, One Economy at a Time*) and James Wood, director of *Crude Impact*. Special excerpts of *THE END OF OIL* will be viewable online at [www.linktv.org](http://www.linktv.org).

On the making of his film, Wood states, "I just felt so inspired coming back from the rainforest. I had to do something and this was it. It was amazing to me that I knew so little about the impact oil extraction – and use – had on the human race and the planet, even though I thought I kept abreast of world events. But this stuff just doesn't get reported, and since it made such an impact on me I thought other people would want to know about it as well. I felt film was the most universal medium to communicate the information, so I set about learning how to make a film and *Crude Impact* is the result of that effort."

Spencer says, “*Crude Impact* uncovers information that most Americans don’t have access to. James Wood has made a bold debut as a first-time filmmaker, synthesizing a complex array of competing facts and images to present a crisp, utterly fresh perspective on the current oil crisis. This film is truly a counter-narrative to the information most of us receive on the evening news.”

The filmmakers and other oil experts, including Peak Oil educator Richard Heinberg, will join viewers in a real-time online discussion hosted on [www.linktv.org](http://www.linktv.org), on February 9 & 25 from 9:00-11:00 p.m. ET / 6:00-8:00 p.m. PT, and February 17 & March 1 from 11:00 p.m. to 1:00 a.m. ET / 9:00-11:00 p.m. PT.

Cruising down the interstate on his biodiesel-powered concert tour bus, Willie Nelson tells *Outside The Box* host Peter Coyote, “Biodiesel is just better for the environment, and it’s way out for the farmers. They’ve been suffering so much. Our country has lost eight million small family farmers, and this is a way for them to make a comeback.” He later adds, “I love the way that **LINK TV** looks at perspectives around the world and lets you draw your own opinions and conclusions.”

## **ABOUT THE PROGRAMS**

### **SNEAK PEAK of *Crude Impact*, directed by James Wood**

*Crude Impact* explores how deeply our current existence depends on fossil fuels, including food production and distribution, and how we might look to the future to deal with the very real possibility of a world without fossil fuels. The film also exposes the concept of Peak Oil, the point in time when the amount of available petroleum declines irreversibly while demand continues to rise. Experts in the film suggest that we will reach Peak Oil in the year 2007. Journeying from the West African delta region to the heart of the Amazon rainforest, from Washington to Shanghai, and from early man to the unknown future, this highly-anticipated documentary chronicles the collision of our insatiable appetite for oil with the rights and livelihoods of indigenous cultures, other species and the planet itself.

Wood drew his inspiration for the film from his work with the Pachamama Alliance, whose mission is to preserve the Amazon rainforest by empowering its indigenous people and promoting a new global vision of sustainability. The Pachamama Alliance video *Protecting the Heart of Everywhere* is also included in this special, as well as an in-depth interview with Lynne Twist, co-founder of the organization.

*Crude Impact* won the award for best environmental feature film at the Activist Film Festival, and was chosen as an official selection at both The International Documentary Festival Amsterdam and the Wild and Scenic Environmental Film Festival.

This sneak peak is a 60-minute excerpt from the 98-minute, full-length documentary film *Crude Impact*.

**Outside the Box with Peter Coyote: Beyond Big Oil**

**Link TV's** new, original program *Outside the Box with Peter Coyote: Beyond Big Oil* explores the political, economic, health and environmental implications of living in an oil-centric society. The program also investigates the viability of alternative technologies such as bio-diesel and vegetable oil.

*Beyond Big Oil* offers viewers a rare, ride-along conversation with singer and songwriter Willie Nelson, founder of a new bio-diesel fuel company, The Willie Nelson Biodiesel Company, on his eco-friendly concert tour bus. Coyote visits a Hummer dealership, rides along with a young woman gathering vegetable oil from a local restaurant to power her diesel car and meets a spokesman from an African-American community in Richmond, California, that lives under the constant threat of toxic effluence from a huge oil refinery

*Outside the Box with Peter Coyote* is a daring new series premiering on **Link TV** that promises a refreshingly unconventional approach to the investigation and analysis of America's most critical issues. Host **Peter Coyote** takes on the role of a "citizen journalist," working together with the Outside the Box production team to bring complex issues often considered too controversial or complex to national, prime-time television and into the public discourse.

**Global Warming: Bush's Climate of Fear**

In this incendiary new program, the BBC's Hilary Andersson reports on claims from a U.S. government whistleblower that scientific findings about global warming have been systematically changed and suppressed. Some scientists are afraid that what they see as a cover up will leave it too late for the U.S. to have any hope of controlling climate changes brought about by global warming.

**ABOUT LINK**

**Link TV** provides diverse, global perspectives on issues not typically in the U.S. media. **Link TV** broadcasts a compelling mix of unseen documentaries from around the world, global and national news, world music from 96 countries, award-winning foreign films and innovative participatory programs promoting citizen action. **Link TV's** programs and website promote cross-cultural dialog and viewer participation. Most of **Link TV's** programs have never been broadcast on American television.

**Link TV** is a nationwide, non-commercial television network available in more than 28 million U.S. homes as basic service on DIRECTV channel 375 and DISH Network channel 9410 and on select cable stations. Select programs are streamed on the internet at [www.linktv.org](http://www.linktv.org) and available for download.

Hailed by the late Peter Jennings on *ABC World News Tonight* as having “found a successful way to satisfy the curious,” **Link TV** is renowned for its ground-breaking programming including the Peabody Award-winning daily newscast *Mosaic*, which monitors and airs unedited selections of news reports from more than 30 Middle-Eastern broadcasters, translated into English. An archive of *Mosaic* programs is available at [www.linktv.org/mosaic/streamsArchive](http://www.linktv.org/mosaic/streamsArchive). *Mosaic* and its executive producer Jamal Dajani have been featured in a wide array of news media including *ABC World News Tonight*, *The News Hour with Jim Lehrer*, *NPR*, *The New York Times*, *The International Herald Tribune* and *The Washington Post*, among others.

**Link** has garnered the support of Bill Cosby, Brad Pitt, Dave Matthews, Cher, Danny Glover, Harry Belafonte, Bonnie Raitt, Willie Nelson and others.

**Link TV** is operated by Link Media, Inc., a California 501(c)3 non-profit organization, with production studios in San Francisco, New York and Washington, DC. The network is funded by viewer contributions and grants from more than 25 foundations, including the The Annenberg Foundation, Ford Foundation, John D. and Catherine T. MacArthur Foundation, John S. and James L. Knight Foundation, Open Society Institute, Otto Haas Charitable Trust, Rockefeller Brothers Fund, Shei’rah Foundation, Surdna Foundation, Wallace Global Fund, and William and Flora Hewlett Foundation.

For complete background information, program schedule, and streaming video, go [www.linktv.org](http://www.linktv.org).

### **ABOUT THE PACHAMAMA ALLIANCE**

The Pachamama Alliance is based on the recognition that those of us in the modern world share a deep connection with the people who call the rainforest their home, each of us having a critical stake in the health and well being of this vital element in our global life support system. The organization recognizes that indigenous people are the rainforests' natural custodians, and therefore, key strategies of The Pachamama Alliance focus on strengthening their culture and empowering their ability to stand for and represent their own interests. Form more information, visit [www.pachamama.org](http://www.pachamama.org).

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