

NEWS RELEASE

March 24, 2002

For immediate release

Turning Down The Heat: The New Energy Revolution premieres on CBC's The Nature of Things, April 8th at 8 pm.

"I must tell you this is one of the sweetest pieces of work I've seen in a very long time. You've made a real concerto out of a potentially dry and pretty lifeless subject. It's smooth as can be. It never flags. It never ceases to be interesting. In short, I am awed by your artistry." (**Ross Gelbspan**, 1984 Pulitzer Prize Winner and author of *"THE HEAT IS ON: The High Stakes Battle over Earth's threatened Climate"*).

"It's a gift - an extraordinary opportunity, not just economic but for the environment, for ecosystems, for people, for cultures, for societies, and of course, a gift by us back to the entire earth." (**Donald Aitken**, Union of Concerned Scientists)

It is very rare to hear people talk about a major global environmental problem in this kind of way - especially a problem so huge, so threatening and so complex as global climate change. Where's all the doom and gloom we're supposed to be feeling ?

The documentary produced by Jim Hamm, in co-production with the NFB (Gillian Darling Kovanic, producer) and narrated by Dr. David Suzuki, is a stark contrast to many environmental films. The 48-minute film **TURNING DOWN THE HEAT**, approaches the problems of global warming in a manner that leaves the viewer feeling positively excited about the energy revolution that is sweeping the world, rather than worried about yet another environmental horror story. From the thousands of Danish farmers who have struck co-operative agreements to install windmills on their land to the Vancouver schoolchildren who are saving money by saving energy, **TURNING DOWN THE HEAT** speaks to the optimist in each of us.

The problem is the burning of fossil fuels, which release carbon dioxide, which warms the global atmosphere, which leads to all sorts of concerns, such as increased floods, droughts, hurricanes and other nasties. Director Jim Hamm demonstrates that the solutions lie with the new energy revolution, based around solar and wind energy, energy efficiency, hydrogen fuel and other breakthroughs. In Denmark, which is leading the wind-power revolution, wind turbine manufacturers have quadrupled their production over the past four years, a rate faster than the growth of cellular phones or internet servers, generating 13,000 new high-paying jobs.

TURNING DOWN THE HEAT shows that the same story is emerging all around the world, from solar energy in Japan, Holland and Sacramento, to biogas energy in Vietnam and wind energy in Tamil Nadu, India, to hydrogen fuel and ground source heat in Vancouver. By exploring the look of the future, the director provides a reassurance that solutions do exist : it's just a matter of making the policy commitments to make progress with them. Here in Canada, the government has provided massive subsidies to the Hibernia oil field and the oil sands projects in northern Alberta, but almost nothing to renewable energy. The future is waiting for us, with new jobs and new technologies : why are we waiting for it ?

Turning Down the Heat is produced by Jim Hamm Productions Ltd., in co-production with National Film board of Canada and produced in association with the Canadian Broadcasting Corporation and with the participation of the Canadian Television Fund-LFP, Environment Canada, the Canadian International Development Agency, Natural Resources Canada, Canadian Video Production Tax Credit and the Province of British Columbia Film Incentive BC.

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TURNING DOWN THE HEAT: THE NEW ENERGY REVOLUTION

JIM HAMM

Filmmaker Biography / Filmography

Jim Hamm has been writing, producing and directing documentaries through his company, Jim Hamm Productions Limited since 1985. He has a degree in History, and a Teaching Certificate as well as Film Studies from Simon Fraser University.

His first film **Smile And Dial** (1987), was a docu-drama exposing a charity fundraising scam that used teenagers as telephone solicitors in an environment reminiscent of a Dickens novel. It was screened at the Vancouver International Film Festival in 1987, and broadcast on CBC *Canadian Perspectives* and Knowledge Network. **Smile and Dial** was effective in closing down the targeted fundraising company within a year of the documentary being broadcast.

Jim's previous two films were broadcast on CBC Newsworld *Rough Cuts*: **Between The Rock and A Hard Place** (1997), a story about Newfoundlanders who have started a new life in Fort Nelson, British Columbia; and **The Air We Breathe** (1996), an examination of the problem of urban smog in several North American cities, co-produced by the NFB. **The Air We Breathe** was used by Toronto planners to successfully influence Metro Toronto politicians into supporting the implementation of a progressive transportation plan which reduces urban air pollution.

Over the years Jim Hamm has production managed the feature films, **Terminal City Ricochet**, **Shelly** and **Regeneration**. He line-produced and production managed several docu-dramas as well as location managed television series and dramatic features such as *Beyond The Stars* and *American Boyfriends*.

Jim has just completed his first feature length documentary, **The Spirit Wrestlers**, another step forward in the development of Jim Hamm as a director and producer of high quality documentaries with large audience appeal. The film is a vivid look at a century of Doukhobor experience in Canada. Focusing on harrowing events in the '50's and '60's, we witness how in an attempt to assimilate a small Christian pacifist community, the BC government seized 170 Doukhobor children and held them for six years in residential schools. **The Spirit Wrestlers** has been pre-licensed to History Television, Vision TV, Knowledge Network, and Saskatchewan Communications Network, with a planned broadcast for the spring of 2002.

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TURNING DOWN THE HEAT: THE NEW ENERGY REVOLUTION

Key Credits:

Producer & Director - Jim Hamm

NFB Producer - Gillian Darling-Kovanic

Writers - Pj Reece and Jim Hamm

Editor - Shelly Hamer

Cinematographers - Rudy Kovanic, Glenn Taylor and Neville Ottey

Sound - Mark Edwards, Keith Henderson and Eric Davies

Narrator - David Suzuki

Music Composer - Bruce Ruddell

For CBC Nature of Things - Michael Alder

Corporate Credits:

In Association with the CANADIAN BROADCASTING CORPORATION with the participation of the CANADIAN TELEVISION FUND created by the Government of Canada and the Canadian Cable Industry CTF: Licence Fee Program and the assistance of ENVIRONMENT CANADA, NATURAL RESOURCES CANADA, and the CANADIAN INTERNATIONAL DEVELOPMENT AGENCY.

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TURNING DOWN THE HEAT: THE NEW ENERGY REVOLUTION

SYNOPSIS

Turning Down The Heat travels the world showcasing practical and economically viable solutions to climate change. From solar energy in the United States, to energy efficiency in Canada, to the wind revolution in Europe and Asia -- the film takes an optimistic look at how we can radically reduce our greenhouse gas emissions.

SYNOPSIS

It is now a generally accepted fact that global climate change is a human-induced phenomenon. While meteorologists debate the rate at which it's happening, other scientists and visionaries are busy doing something about it. **Turning Down The Heat** travels the world showcasing practical and economically viable solutions to climate change. From the solar energy in the United States and Holland, to energy efficiency in Canada, to the wind revolution in Europe and Asia -- the film takes an optimistic look at how we can radically reduce our greenhouse gas emissions.