



POWER TO THE PEOPLE

WITH JOHAN NORBERG

POWER TO THE PEOPLE with JOHAN NORBERG PREMIERES ON PUBLIC TELEVISION STATIONS IN EARLY 2015

International Commentator and Author Johan Norberg Examines the Challenge of Supplying Power to an Energy-Hungry World in This New Documentary

Erie, PA, November 7, 2014 – As developing countries escape poverty and march toward prosperity and better lives, more people than ever are in need of energy to power their homes, schools, hospitals, and businesses, as well as to connect to the global economy. But how will we provide enough power to all the people who need it while still protecting our environment?

Hosted by noted author Johan Norberg, *Power to the People* explores how innovation and new technologies are providing answers to these questions and meeting our world's growing energy needs. Norberg finds that the biggest challenge we face is not energy supply. The world is literally overflowing with energy. The challenge he explores is how well equipped we are to safely convert, store and pay for it.

Starting this January, *Power to the People* will be available to public television stations nationwide. *Power to the People* is produced by [Free To Choose Media](#) and is presented by [WTTW National Productions](#).

As Norberg travels the world in *Power to the People*, he interviews experts and peels back the layers of this global challenge, questioning the conventional wisdom on what works and what doesn't. His journey starts in the Moroccan bazaars of Marrakech, which functioned for eons without modern conveniences, but where now electric lights, computers, cell phones and credit card readers are ubiquitous. More telling is Norberg's journey to a remote Berber village in the Sahara Desert, where cooking is still done over open flames, often indoors, exposing families to severe health hazards and, possibly, death. And yet, even here, changes are happening rapidly. Now, families cook on gas stoves, and some even have refrigerators – unprecedented changes in the standard of living.

The thought-provoking program examines global efforts to solve our energy dilemma – and how even the most well-intentioned solutions can sometimes result in unintended outcomes. *Power to the People* explores the great energy debate in the U.S. - a country whose energy consumption is now surpassed only by China's. Norberg reveals, perhaps surprisingly, how cities like New York consume far less energy per capita than the rest of the country. The controversy over America's promising new energy source – natural gas obtained through hydro-fracking – is also examined, as are top-down, government-imposed solutions that have not succeeded. One example, continued federal subsidies for corn ethanol, has sent food prices soaring, and yet, ethanol has not produced the promised renewable energy return.

Produced by



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As a companion to the documentary **Power to the People**, an eBook by Johan Norberg will be published which reports on the making of the documentary and the challenges of providing power for an energy-hungry planet. It will be available for Kindle and other eBook platforms in January 2015.

Power to the People is written by Johan Norberg, directed by Jim Taylor and produced by Barbara Potter. The Executive Producers are Thomas Skinner and Bob Chitester.

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Participants (in alphabetical order)

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About Johan Norberg

Johan Norberg is a writer who focuses on globalization, entrepreneurship, and individual liberty. He is a senior fellow at the Cato Institute and author and editor of several books exploring liberal themes, including his newest book, *Financial Fiasco: How America's Infatuation with Homeownership and Easy Money Created the Economic Crisis*. His book *In Defense of Global Capitalism*, originally published in Swedish in 2001, has since been published in over twenty different countries. Norberg's articles and opinion pieces appear regularly in both Swedish and international newspapers, and he is a regular commentator and contributor on television and radio around the world discussing globalization and free trade. His personal website is <http://www.johannorberg.net/>.

About Free To Choose Media

Free To Choose Media produces thought-provoking public television programs and series, offering diverse voices, powerful stories and a fresh perspective on a range of important global and national issues. For more than 30 years, the Free To Choose production teams have traveled the world to explore topics such as the economic roots of the Arab Spring and the inspiring stories of entrepreneurs raising themselves and their communities out of poverty, as well as reveal how innovation and new technologies may be the answer to the world's growing energy needs.

About WTTW National Productions

WTTW National Productions, a division of Window to the World Communications, Inc. -- the parent company of WTTW11 Chicago -- is a premier producer and presenter of original, high-quality television programs for both public and commercial television broadcast. For almost 60 years, WTTW Chicago and WTTW National Productions have introduced a wide array of groundbreaking television programming -- reflecting the world's rich and diverse arts and entertainment scene as well as education, politics, public affairs, business, and religion -- to a national audience. Its landmark innovative series and original productions include the critically-acclaimed performance showcases *Soundstage®*, *Legends of Jazz with Ramsey Lewis*; *Proclamation of Hope* and *David Broza at Masada: The Sunrise Concert*; cultural series *Grannies on Safari*; *MEXICO – One Plate at a Time with Rick Bayless* and *Pedal America*; the business series *CEO Exchange*; the documentary series *Retirement Revolution*; the weekly movie review series *Ebert Presents At the Movies*; the creative arts series *The Artist Toolbox*; the transmedia online educational children's properties *Mission to Planet 429* and *UMIGO*, and the award-winning children's series *WordWorld*. For more information, please visit wttw.com/national.

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