

NBC Universal and The Today Show: Green Is The Color Of Money

By Meteorologist Art Horn

Well here we go again. NBC (read General Electric) has just completed another “green week” on the Today show and every other channel that is part of the NBC Universal chain. They even had to drum beat the “Oh the world is ending because humans cause global warming” on their Sunday night football half time show. Having worked for NBC for 20 years I can just imagine being in the booth with Al Michaels and John Madden as they roll their collective eyes at having to plug this whole green thing during a football game. I can see Madden saying “Yea, green like the green on the field, looks fine to me, boom! Let’s get back to football, this is a football game right?” But remember General Electric is pushing green big time.

They make all kinds of products that they hope will sell in a greener economy like wind turbines. Now that’s ok, nothing wrong with making some money but whole thing is just so phony. Just look at what’s happening at the Weather Channel. NBC Universal recently bought the Weather Channel and now the winds of change are blowing hard north of Atlanta. Up to 80 people are being let go with the biggest casualty being the dreadful Forecast Earth program with Dr. Heidi Cullen. This program was one of the best examples of global warming fear mongering ever. It now finds its final resting place where it belongs, out in the cold!

I find it interesting that during the same week that NBC Universal goes green they shut down the most obvious green show they own. This proves that the message of “going green” is not what it appears to be. It’s about moving product and profit. The ratings for Forecast Earth were in the tank so as always happens in television it gets the hook if the ratings are not up to expectations. There is nothing wrong with this, its business. Television programs must have audience to make money. But this move highlights the fact that “going green” is not about the environment or concern for global warming consequences, it’s about money.

General Electric is trying to ride the global warming hysteria wave by using its television division to sell its products and that is their privilege. However this puts pressure on the NBC news department to report only one side of the global warming debate. To do otherwise would be treason. Nobody wants to be looking for a job in this “climate” so you better keep up with the pack. The NBC news department and the other NBC stations news departments are compromised by this corporate pressure. A news organization can have no credibility if it is not free to investigate and report news as it sees fit. This is not what is happening at NBC. They are being pushed by the corporate boys to go with the green or else.....And why is all this happening now? It’s November and that means its ratings time. The November and May ratings months are the most important of the year. It’s during these months that the networks establish their add rates. With that in mind they come into these months with all guns blazing.

That is why NBC chose to push the green so hard in November. The corporate powers at NBC feel the audience is open to the green way of thinking and the green way of buying. I feel a bit sorry for the poor people on the front lines, pushed into green combat by the corporate generals. The people at the Today show were placed around the globe to show how serious this war on global warming is. It's really not right to send Al Roker, Ann Curry, Matt Lauer and Meredith Vieira off to these remote locations and expect them to sound like climate experts, they are not. In fact you could combine what the four of them know about climate and global warming and you would have nothing, zero.

But they themselves, if they were free to say so, would tell you they are not climate experts. Nor should we expect them to be. They are simply saying what the producers of the program are telling them to say. And since the Today show is part of the General Electric empire they must say what the boys atop Rockefeller Center tell them to say, its business and that's all. This stuff about concern for the planet is just promotion. If I learned anything from 25 years in television it is this. You can say anything, and I mean anything as long as you call it promotion, then it's not a lie.

There will be another green week I hear sometime down the road. With green stocks crashing and concern about the economy and the real world overtaking the global warming fantasy GE will be pushing harder than ever to "go green" It's just not the same green that's being pushed on the air. Being an employee at NBC Universal must be very trying if you're not a global warming soldier. But the orders are clear, go green or else.