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FOXGreenGuide.com

By Tanya Spann Roche

FOXGreenGuide.com, a website to help you make greener productions, is fairly simple, with a homepage that briefly describes FOX's environmental commitment and showcases photos of their Emmy Awards solar canopy and their hybrid trucks. The two main sections of the website reveal FOX's collected best practices for many areas of media production and a searchable database of "green" vendors to serve your production's needs, although they do not offer any details on how these companies are vetted.

The list of best practices is extensive but somewhat intimidating to navigate. Once you click on one of the production categories (events, film, news, sports, or TV), you are presented with another page listing between 17 and 30 subcategories such as accounting, hotels, camera, production office, set decoration, and post-production. After selecting an applicable subcategory (hair, makeup, security, transportation—just about every line item from your budget), FOX provides you with a text-filled page of advice from the very general (track carbon emissions, turn off lights) to the more specialized (use biodegradable makeup products, use water based smoke fluids). You also have the option to "View All," but this just shows you all of the subcategories at once, which presents a great deal of repetition (recycle office paper, use energy efficient equipment, and buy supplies in bulk are some of the tips listed under almost every heading).

I applaud FOX for their initiative and thoroughness, but they need to make the site more user-friendly for busy production professionals who do not have the time to plow through redundant tips in order to winnow out the truly useful advice. Producers especially would appreciate a comprehensive list headed by overall advice applicable to all departments followed by the guidelines that are specific to certain production areas.

Tanya Spann Roche is a writer, producer, and non-linear editor, as well as co-owner of Think Speak Act, LLC, a holistic video production services company. You can find out more about their environmental commitment and see their award-winning green video "Reality in the Self-Checkout Lane" by going to their website, www.thinkspeakact.com, and clicking on "About Us."