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# THE *Hollywood* REPORTER

a Nielsen Business Media publication

78th year

Tuesday, December 11, 2007

[hollywoodreporter.com](http://hollywoodreporter.com) ■ \$2.99

TUESDAY, DECEMBER 11, 2007

## Planet Green puts energy into 'Wasted'

By Kimberly Nordyke



Gurwitch

Discovery Communications' eco-friendly network Planet Green, set to launch in the second quarter, has gone into production on "Wasted," a 10-

episode series hosted by Annabelle Gurwitch in which households work to make their homes "green" with the added incentive of earning money.

The half-hour primetime series, which likely will debut in the second quarter, features Gurwitch (TBS' "Dinner and a Movie") and handyman Holter Graham helping households of people — from families to friends to fraternities — become more eco-friendly. The pair audit a household's waste, energy, water and transportation consumption using such tools as an eco-calculator built especially for the series with input from the Global Footprint Network.

After revealing the household's "eco-horrors" and long-term effects on the environment, Gurwitch and Graham put them on a "green regime" to clean up their act. Each household is given three weeks to reduce their consump-

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## 'Wasted'

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tion, after which they are awarded cash based on the savings they have made by improving energy efficiency and reducing waste.

"Wasted" is produced by Lion Television (Discovery's "Cash Cab") with Tony Tackaberry and Allison Corn serving as executive producers. Timothy Kuryak is exec producing for Planet Green. The series was created by Carthew Neal of New Zealand-based Fumes TV.

Eileen O'Neill, president and GM of Planet Green, is set to announce the series today during a session at iHollywood Forum's Hollywood Goes Green conference at the Hollywood Roosevelt Hotel.

For the past two years, Gurwitch

has been discussing environmental issues on the NPR program "Day to Day" and in a column for the Nation. She is writing, directing and narrating the webisode series "My Big Fat Environmental Crises" for the Daily Green.

Graham also is an actor whose credits include FX's "Rescue Me," CBS' "As the World Turns" and NBC's "Law & Order." A self-professed environmentalist, Graham also researches, follows and invests in environmental technology and businesses.

The Planet Green channel (rebranded from Discovery Home Channel), which is part of a multi-platform initiative dedicated to environmentally friendly causes, is set to launch in more than 50 million homes. ■