



April 11, 2007

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c/o Defend the Honor Campaign
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Dear Maggie :

Thank you for taking the time to meet with me last month. Our conversation was very important to me; I greatly appreciate your commitment as well as your candor. As we discussed, the mission of PBS is to serve the American public with programming and services of the highest quality, using media to educate, inspire, entertain and express the diversity of perspectives in our nation.

PBS and the independent filmmakers who work with us are deeply committed to listening to the public we serve. We believe this is one reason the American people call PBS "the most trusted institution in the country."

Below is an outline of our plans and activities for the next several months in response to the concerns raised by many in the Latino community. The central component is the decision by PBS and Ken Burns to create additional content around THE WAR series that focuses on stories of Latino and Native American veterans.

THE WAR BROADCAST PLANS

- PBS, Ken Burns and his co-director/producer Lynn Novick have decided to create additional content that focuses on stories of Latino and Native American veterans of the Second World War. The new narratives will be included in the broadcast of the series, as well as in THE WAR's DVD, Web site and educational outreach materials.
- The additional content will be incorporated within the footprint of the series without changing the existing film. The new content also will be an integral part of the online and DVD presentations.
- Florentine Films, Ken Burns' production company, in consultation with PBS, will assemble a production team, including a Latino producer, to create the additional content.
- The broadcast of THE WAR premieres on September 23, 2007, as scheduled, with the inclusion of the new content.

Additional national programming airing related to World War II will be announced. Programs identified to date include:

- JUSTICE FOR MY PEOPLE, THE DR. HECTOR P. GARCIA STORY. The 2003 Film will be released for PBS stations to schedule.

- BILL MOYERS JOURNAL. The weekly PBS series will present a special-edition rebroadcast of a Bill Moyers program originally aired as "From D-Day to The Rhine," including an interview with Medal of Honor Winner Jose M. Lopez (airing Sunday, May 27).

Examples of local station productions surrounding THE WAR include:

- KPBT Odessa, TX, is working with the Commemorative Air Force and the American Air Power Heritage Museum to produce a piece on the 201st Mexican Squadron in WWII.
- KEET Eureka, CA will produce "Original Patriots," a 30-minute television documentary telling the stories of local Native American Veterans of the Second World War. Through broadcast and promotion of THE WAR and "Original Patriots," short-form programming, and screening events, KEET will raise awareness about the important contributions that local Native Americans made during the war.
- WEDU Tampa, FL, will produce a series of vignettes culled from interviews with local veterans promoting the series and a 30-minute documentary weaving together various components of the interviews with the veterans with a special segment focusing on Hispanic veterans.

THE WAR EDUCATION, ONLINE AND DVD

To bring forth the many stories of World War II, PBS and local stations will continue to conduct one of the most comprehensive multi-platform initiatives in our history that will include extensive educational outreach, a robust Web site and a broad-reaching oral history project to insure the inclusion of the many diverse groups who were part of the U.S. efforts in World War II.

THE BOOK

The book, entitled *The War: An Intimate History*, is not a part of the educational materials and will not be distributed with them. It is a companion book by historian Geoffrey C. Ward, co-authored by Ken Burns and published by Alfred A. Knopf, independently of PBS.

THE WAR COMMUNITY OUTREACH

The community engagement and education outreach initiatives planned to date will include 43 workshops; 113 story collection projects; 55 locally focused, locally produced interstitial video stories; 44 local documentaries; and 17 segments on recurring local series.

PBS PARTNER ACTIVITIES INCLUDE:

- The Corporation for Public Broadcasting's National Minority Consortia, which is dedicated to funding quality, culturally diverse programming for the American public. Members of the consortia include Latino Public Broadcasting (LPB) and Native American Public Telecommunications (NAPT), as well as the Center for Asian American Media (CAAM), the National Black Programming Consortium (NBPC) and the Pacific Islanders in Communications (PIC).
- CPB/PBS Producers Academy, which offers professional development activities designed to identify public broadcasting's next generation of creative talent. Each year, PBS works with the Minority Consortia and the National Association of Latino Independent Producers (NALIP) to encourage a diverse range of participants and applicants for the annual scholarships.

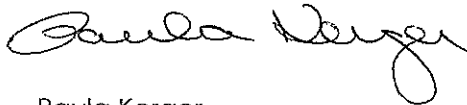
- The Diversity Task Force, created by PBS' Board of Directors in 2005, which is currently sponsoring the 2007-2008 Leadership Development Program. The goal of the initiative is to provide leadership and management development training that will lead to the creation of a new generation of public broadcasting leaders that reflects our multicultural society.

Please see attachment for a complete list of Latino and Native-American-oriented programming planned as of today. PBS considers new programs and adds to the schedule on a regular basis.

Once again, I would like to express my gratitude to your constituents. Like democracy itself, public media can only thrive where there are informed and involved citizens. To that end, please feel free to contact me directly if you have any questions or concerns about the plans that I have laid out here.

Given this exceptional film, the additional content, locally focused programming and the wide range of community activities already planned by stations across America, we eagerly look forward to September 23 as the beginning of a nation-wide celebration of all those who served our country.

Sincerely,



Paula Kerger

CC:

Mr. Gus Chavez
Mr. Angelo Falcon
Ms. Marta Garcia
Mr. Ivan Roman