



March 13, 2007

Mr. Gus Chavez  
Mr. Angelo Falcón  
Ms. Marta García  
Dr. Maggie Rivas-Rodriguez  
Mr. Ivan Román  
c/o Dr. Maggie Rivas-Rodriguez  
The University of Texas at Austin  
School of Journalism  
1 University Station A1000  
Austin, TX 78712

Dear Mr. Chavez, Mr. Falcón, Ms. García, Dr. Rivas-Rodriguez and Mr. Román:

Thank you for coming to our offices last week to meet with my PBS colleagues and me. We appreciated the opportunity to listen and begin to build understanding between PBS and the organizations you represent. While our conversation focused on your specific concerns regarding the upcoming Ken Burns series, *THE WAR*, we hope this will be the start of a broader dialogue with organizations representing the Latino community to address the goal of increasing representation of Latinos among the ranks of public broadcasting's content creators, among the leadership and staff of our stations and national organizations, and in the programming we present.

As we indicated during our discussion last week, *THE WAR* was never intended to be a comprehensive or definitive television series on the subject of World War II. From the beginning of this project, co-producers Ken Burns and Lynn Novick understood that their film would not capture many important aspects of those cataclysmic years. Each episode opens with the statement, "The Second World War was fought in a million places, too many for any one accounting. This is the story of how four towns and their citizens experienced that war." As we discussed, *THE WAR* was completed in Fall 2006 and is scheduled for broadcast beginning September 23. While we acknowledge and respect the concerns you have raised, we do not agree that going back into production to revise a completed series that represents one filmmaker's vision is the appropriate solution.

It is our goal that *THE WAR* serve as a catalyst to bring forth the many stories that are not part of the Ken Burns series. That is why we are supporting one of the most comprehensive community outreach and educational initiatives in our history. The initiative includes grants to every public television station in every state that will allow communities across the country to produce programming, host events and invite public discourse in order to celebrate and commemorate the extraordinary sacrifices made by millions of Americans, both on the field of combat and on the home front. PBS will consider programs produced by our member stations for national distribution.



More broadly, we recognize public broadcasting's responsibility to reflect the diversity of our nation's population in our programming and among the management, staff and independent producing community. Here are a few highlights of progress to date:

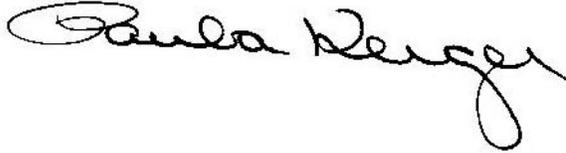
- V-me, a new, national Spanish-language television network that will bring a new kind of quality entertainment to Latino viewers, featuring the best of public television.
- Series such as INDEPENDENT LENS and P.O.V., which feature the work of independent Latino filmmakers.
- AMERICAN FAMILY, an Emmy-nominated program that was the first dramatic series on American broadcast television to focus on Latino characters.
- The continuing children's series MAYA AND MIGUEL and LOS NINOS EN SU CASA.
- CPB's National Minority Consortia, which is dedicated to funding quality, culturally diverse programming for the American public. Members of the consortia are the Latino Public Broadcasting (LPB), Native American Public Telecommunications (NAPT), 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.
- The story of Latinos in this country is one of critical importance and while PBS has been at the forefront of providing a forum for these voices to be heard, there is more that needs to be done.

Our meeting with you, and PBS Chief Content Officer John Boland's discussion with the NALIP board of directors at their conference late last week, supports our conclusion that we must expand our commitment, particularly around the creation and delivery of content that better represents the diversity of the population we serve. The concerns you and other leaders have raised about the under-representation of Latinos both "behind and in front of the camera" need to be addressed with meaningful actions that will have long-term positive impact.

To that end, today we are beginning work to organize a new initiative – tentatively titled American Mosaic – to develop and implement a plan that will over time change the face of public broadcasting to more accurately reflect the wonderful “mosaic” that is America in the 21<sup>st</sup> century. Working in coordination with the Minority Consortia and Diversity Task Force, we will organize a working group, with representatives from key media-related organizations representing minority communities, to take four steps: (1) evaluate the current status and identify targets of opportunity, (2) develop an action plan to bring about positive systemic change, (3) implement the plan and (4) monitor progress and report results.

We are committed, through the American Mosaic initiative and other efforts, to effect substantial improvement in the representation of Latinos and other minorities among our producers, in our leadership and in our content. We look forward to working with leaders in the Latino community as we undertake this endeavor.

Sincerely,

A handwritten signature in black ink that reads "Paula Kerger". The signature is written in a cursive style with a large, looping initial "P" and a long, sweeping underline.

Paula Kerger  
PBS President and CEO