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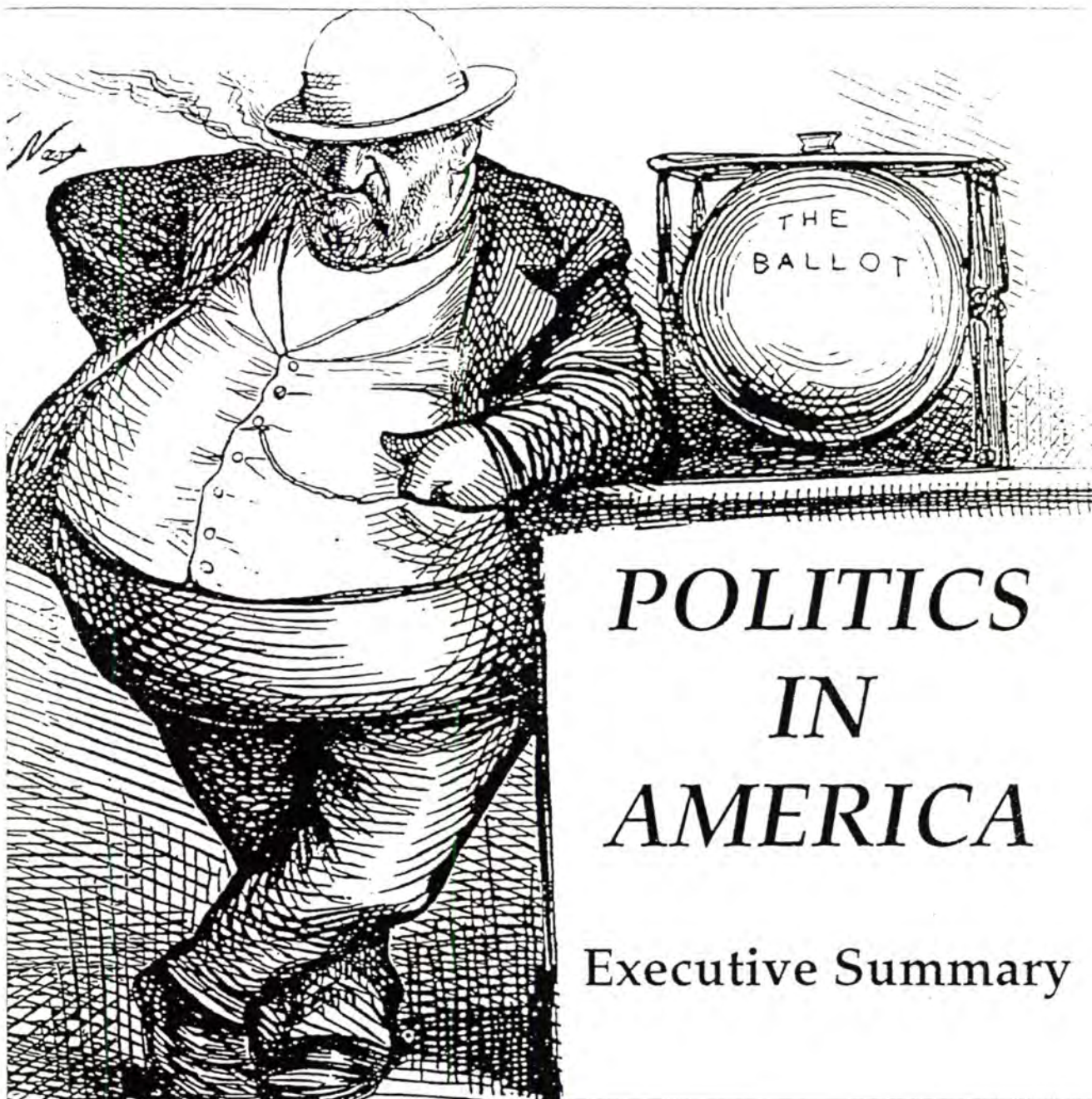
HOWARD COMMUNICATIONS

10.11.94

Dear Melanne -

I'm working with
a company in Boston to
find funding for two
WETA programs ^(PBS) for 1995/6.
Any ideas? If you do
great! Let me know when
you have a chance. If
not, least you've got the
heads up that they're
in the planning stage.
See you in Michigan.
Best,

Melissa



POLITICS IN AMERICA

Executive Summary

a four-part series for public television

produced by

Paul Stekler, Louis Alvarez and Andrew Kolker

The Center for New American Media/Midnight Films, Inc.

and



POLITICS IN AMERICA

POLITICS IN AMERICA is a major new prime-time series for public television that will examine electoral politics — from national campaigns all the way down to the precinct level — as a representation of American culture. Mixing contemporary and historical stories and subjects, POLITICS IN AMERICA will be about the combination of idealism, ambition, and civic vision that motivates Americans of all ideological stripes to become politically active. In a world where political engagement is all too often shrugged off as “meaningless,” POLITICS IN AMERICA will show a nationwide viewing audience a political cast of characters as diverse as the country: people who often look and sound just like them and who continue to put their faith in the possibilities of the American political system.

Among the questions that POLITICS IN AMERICA will address are:

- How is politics a window on the American character?
- Are the passions unleashed by our democracy matched by the realities of the electoral process?
- How does American political history provide a blueprint for today's campaigns and candidates?
- How is the American political process liable to change in the future — and what impact will new groups seeking political power make on the system as a whole?

PBS is committed to making POLITICS IN AMERICA the center of its 1996 election programming.

Series Structure

All Politics is Local will be POLITICS IN AMERICA's two-hour premiere program. It will set out the goals and approach of the series, while offering a wide-ranging view of the current state of national and local American political culture. Included will be extended comparisons of political practices in different parts of the country, from the collegial (and rapidly disappearing) New England town meeting to the bare-knuckled ethnic politics of the urban Rust Belt, from the minimalist politics of self-reliance in the West to the activist, issue-driven practices of affluent West Coast towns like Santa Monica, California. *All Politics is Local* will also

feature historical profiles and contemporary updates of two classic American political environments: the urban machine and the South; a discussion of political scandals; features on ethnic politics; and an extended close-up look at a breaking political race.

Episodes which will appear in subsequent programs include:

See How They Ran will take a look at the historical evolution of the most important event in American politics: the presidential election. The episode will chart how the role of the presidential candidate has changed from the ostensibly non-political icon of the early nineteenth century to the hyperactive, eternally-campaigning politician of the late twentieth, and how that progression can serve as a mirror of American culture. *See How They Ran* will examine the myths and archetypes that have characterized the nation's search for its leaders, including the Man of the People, the Outsider, and the Military Hero, and will trace the development and eventual decline of political parties as a defining factor in American life.

The Endless Campaign will confront one of the central issues of public life today: as soon as a politician is elected to office, he or she has to start running for re-election. This episode will examine the culture of lobbyists, PACs, Congressional infomercials, the "rubber chicken" fundraising circuit, campaign-spending reformers, direct-mail wizards, and the fractured home lives of legislators. *The Endless Campaign* will follow a vulnerable newly-elected (Class of '94) Representative on her maiden journey through Congress, learning the ropes and securing her political position. The episode will also take an extended look at the Wisconsin Legislature, and see how money, idealism, and practical politics interact on a day-to-day basis.

New Faces, Old Politics, will profile the assimilationist paradox that lies at the base of American politics. As political office ceases to be the sole preserve of white males, does the increasing presence of minority politicians change the system, or does the system change them? By examining electoral politics as it is practiced by women, gays and lesbians, religious fundamentalists, Latinos, and African-Americans, this episode will examine the tensions between assimilation and separatism, and how the elasticity of the American political system tends to promote consensus.

Educational Outreach Plan

WETA will develop a comprehensive educational outreach component to accompany POLITICS IN AMERICA. It will be geared to reach three audiences.

- High School Students and Teachers: WETA will create and distribute a 30-page educators guide that will include summaries of the programs, essays on ideas and themes covered by the series, discussion questions, resource list

and bibliography, lesson plans, student activity sheets, and voter registration information. The guide will also be placed on PBS Learning Link (a national on-line computer network that serves 37,000 teachers).

- University Faculty and Students: WETA and the American Political Science Association (APSA) will develop a special issue of *PS: Political Science & Politics on Elections and American Politics* that will be circulated to 2,400 political science chairs nationwide. The issue will include essays and annotated bibliographies addressing major themes of POLITICS IN AMERICA.
- Adult Viewers: WETA will create a magazine-style viewer's guide that will provide suggestions for discussing and localizing key issues in both formal and informal settings. It will be made available to viewers at the time of broadcast by the 330 PBS stations nationwide. WETA will also provide a camera-ready version of the series newsletter to PBS stations nationwide so that they can duplicate and distribute it.

Annenberg Interactive Project

Dr. Kathleen Hall Jamieson, the Dean of the Annenberg School of Communication, and the series producers are exploring the possibility of an Annenberg-funded production of a series of interactive video disks and an accompanying learning guide for high school and entry-level college students. The disks and guide will incorporate the POLITICS IN AMERICA series along with longer interviews, extensive additional archival material, illustrated charts and maps, and a collection of campaign commercials and speeches that cover the 20th century. Dr. Jamieson, a well-known political scientist and a series advisor, would write the text. The materials would be made available to high schools and universities nationwide approximately one year after the broadcast of the series on PBS. The Annenberg Foundation may also help fund distribution of these materials to schools.

Press and Promotion Strategy

All promotion activity for POLITICS IN AMERICA will be developed and implemented with the goal of achieving the broadest possible audience for the series with the hope that the series will increase interest in politics and political participation. Particular attention will be paid to three audiences — the local media in cities and regions highlighted in the series, the national press, and opinion leaders. The publicist assigned to the series will determine local angles and news hooks, provide background materials to TV press and “opinion makers” nationwide, introduce the series’ themes to columnists and editors, place op-ed articles and arrange for interviews by the series’ producers, and work closely with PBS Program Guide Editors and Public Information Directors.

Production Team/Host

The series will be produced by Paul Stekler, Louis Alvarez and Andrew Kolker. Their recent collaboration, *Louisiana Boys - Raised on Politics*, a humorous, freewheeling exploration of the Byzantine political culture of the Bayou State, was broadcast nationally on *P.O.V.* and recently won the prestigious Alfred I. duPont - Columbia University Silver Baton Award for Broadcast Journalism, as well as being nominated for an Emmy. Their other credits include the Emmy Award-winning *Last Stand at Little Bighorn*, *Eyes on the Prize II*, the Peabody Award-winning *American Tongues*, and *The Japanese Version*. David McGowan, WETA Senior Vice President for News, Public Affairs & Program Production, will serve as Executive-in-Charge for the series. The series will be hosted by an appropriate figure of national caliber. The producers are currently negotiating with best-selling author and Texas political observer Molly Ivins.

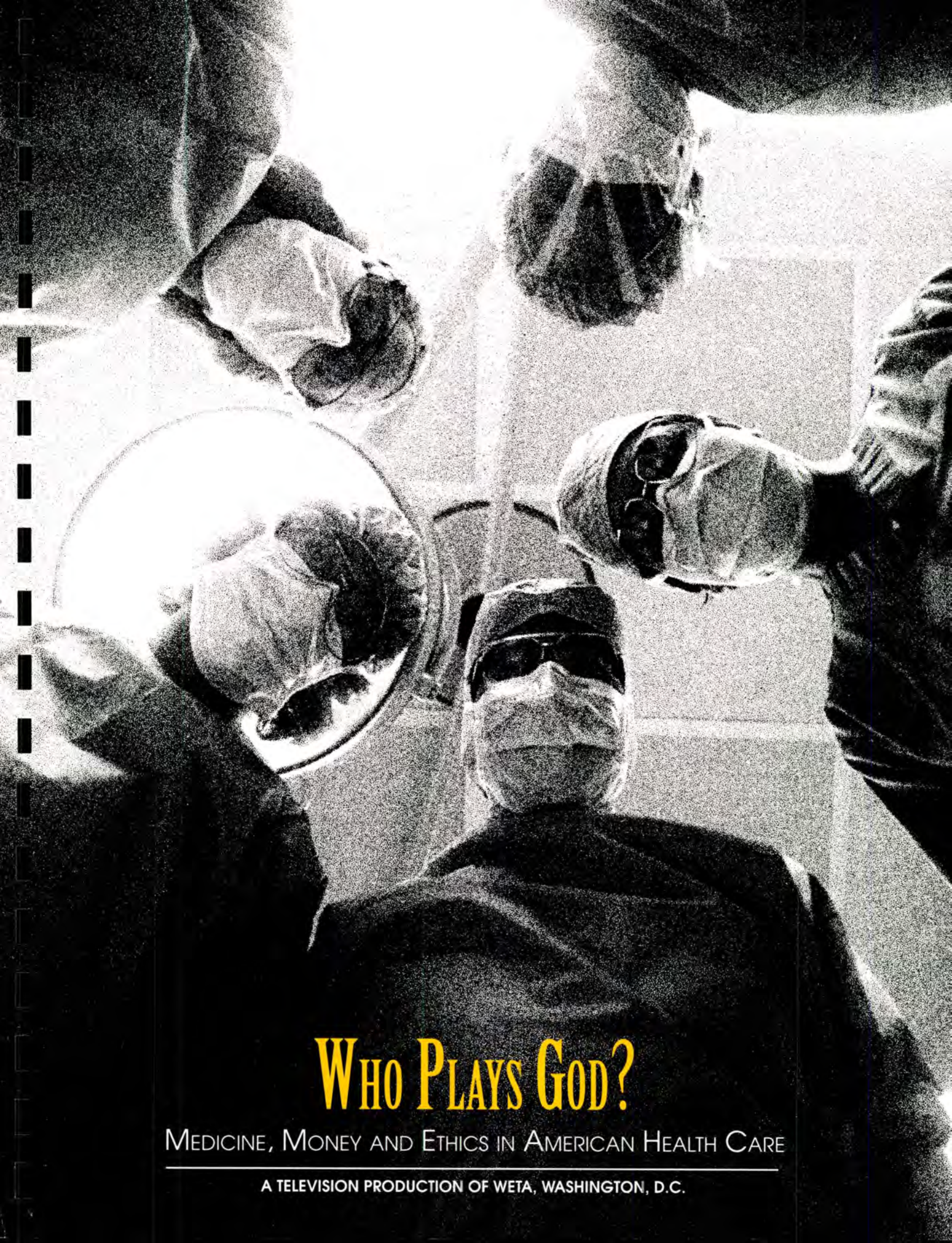
Advisory Board

Advising the POLITICS IN AMERICA production team will be a distinguished group of historians, political scientists, politicians, journalists and writers, all of whom take a strong interest in our subject. The group includes: Jean Baker (Professor of History, Goucher College), Alan Brinkley (Professor of History, Columbia University), Rodolfo O. de la Garza (Professor of Community Affairs and Professor of Government, University of Texas at Austin), Joan Didion (author), David Garrow (Fellow, Twentieth Century Fund), Kathleen Hall Jamieson (Dean, Annenberg School for Communications, University of Pennsylvania), Norman Lear (television producer), Lynn Martin (former Congresswoman and Secretary of Labor), Gary Orren (Associate Director, Barone Center on the Press, Politics, and Public Policy; John F. Kennedy School of Government; Harvard University), Dianne Pinderhughes (Director, Afro-American Studies and Research Program and Professor of Political Science, University of Illinois at Urbana-Champaign), John Shelton Reed (Professor of Sociology and Adjunct Professor of American Studies, University of North Carolina), Richard Slotkin (Professor of American Studies, Wesleyan University), Raymond Strother (political consultant), Gil Troy (Professor of History, McGill University), James Q. Wilson (Professor of Management, UCLA) and Andrew Young (former Congressman, Mayor of Atlanta and Ambassador to the United Nations).

Funding

To date, the series has received significant funding from PBS and the Corporation for Public Broadcasting in the amount of \$700,000. The Ford Foundation has recently recommended its support of \$400,000. WETA is seeking \$600,000 for production, promotion and outreach for lead corporate sponsorship.

For more information contact WETA National Program Marketing at 703-824-7312.



WHO PLAYS GOD?

MEDICINE, MONEY AND ETHICS IN AMERICAN HEALTH CARE

A TELEVISION PRODUCTION OF WETA, WASHINGTON, D.C.



WHO PLAYS GOD?

MEDICINE, MONEY AND ETHICS IN AMERICAN HEALTH CARE

"A rational man acting in the real world may be defined as one who decides where he will strike a balance between what he desires and what can be done. It is only in imaginary worlds that we can do whatever we wish." *Walter Lippman, The Public Philosophy*

WHO PLAYS GOD?

MEDICINE, MONEY AND ETHICS IN AMERICAN HEALTH CARE

THE SERIES

While the national debate over health care reform has focused primarily on who should pay and who should be covered, there are other, deeper questions about how we allocate health care resources that must be addressed before any reform package can be successful over the long term.

Health care spending in the U.S. is, for the most part, based on the assumption that we should spare no expense in saving, prolonging and enhancing a life. We now spend a staggering 70-80% of all health care dollars on just 10% of the population—the very sick, the very young, the very old, and the very injured. But, with limited resources and ever-rising costs, policymakers and citizens are beginning to ask whether this “spare-no-expense” policy should continue to undergird our decisionmaking, and if not, what should replace it.

WHO PLAYS GOD?, a two-part prime-time PBS special, examines the underlying assumptions that drive our health care system—assumptions about the value we place on human life, assumptions that determine, either implicitly or explicitly, who will live and who will die. When do we provide life support? When do we stop? Who receives expensive and sometimes scarce medical resources, and who does not? How we answer these questions today will shape the future of health care in America tomorrow.

WHO PLAYS GOD?

MEDICINE, MONEY AND ETHICS IN AMERICAN HEALTH CARE

THE PROGRAMS

To put the human face on the health care debate, WHO PLAYS GOD? uses compelling personal stories to illustrate the real life choices we face as individuals and as a society.

In the first program we look at individuals groping for the "right" decisions that will literally affect their lives or the lives of their loved ones.

- Thomas is forty-nine and has Stage Four meta-static cancer. He is lucid, and with the help of pain-killing drugs, able to walk. His treatment is very expensive, and he is dying. The ultimate questions are: When do we stop giving him additional care? When does it cost too much to keep him alive? Thomas has the insurance coverage necessary to make these decisions; many other Americans do not.

- Stephen C., a twenty-two year old student at U.C.L.A. suffered severe head injuries from a car accident. He lapsed into a coma and was kept alive on life support systems. As days turned to weeks, doctors held little hope for his recovery. Stephen's family had the comprehensive insurance necessary to keep him alive. They debated whether to "let him go"—then Stephen woke up. He and his family now face the prospect of a lifetime of expensive care. If there had been universal and objective medical criteria for determining Stephen's fate, he would probably not be here today. What does this possibility say about the criteria for such standards? Should we, can we, make such decisions?

WHO PLAYS GOD?

MEDICINE, MONEY AND ETHICS IN AMERICAN HEALTH CARE

In the second program we look at the financial and social decisionmaking by medical professionals, government officials and community leaders that can mean life or death for whole groups of people. What are the criteria or the ethics by which these decisions or non-decisions are made?

- In 1990, the state of Oregon made the choice to allocate limited dollars to underwrite pre-natal care for thousands of mothers rather than spend the same amount on a dozen transplant operations. Several people including two children died awaiting new organs. When confronted with these difficult policy decisions, what is the value of saving one life in this cost-benefit model of allocating health care resources?

- A drug-addicted baby weighing only 1.5 pounds is abandoned by its mother at a metropolitan hospital. Who will pay to keep this child—and the hundreds like her who will require life-long care—alive?

Provocative stories such as these and their implications for health care policy will be explored by some of the nation's leading health care experts at each program's end. Those under consideration as panelists include, among others: Donna Shalala, Secretary of Health and Human Services; Dr. Lewis Sullivan, former Secretary of Health and Human Services; Dr. Beverly Coleman Miller, former Assistant Commissioner for Health; Dr. Ross L. Egger, former medical reviewer for Blue Cross/Blue Shield of Indiana; Roland Pollack of the public interest group, Families U.S.A.; Dr. Arnold Relman, Editor Emeritus, The New England Journal of Medicine; Steven Murada, Editor, Medical Economics Magazine; Victor Fuchs, author of WHO SHALL LIVE; Professor Bailes Walker, Past President of the American Public Health Association; and Hillary Rodham Clinton, Chair of the President's Health Care Task Force.

WHO PLAYS GOD?

MEDICINE, MONEY AND ETHICS IN AMERICAN HEALTH CARE

SERIES HOSTS

UWE REINHARDT, one of the world's foremost economists on health care policy and GEORGE STRAIT, ABC News Medical Correspondent will set the course of each program introducing the themes and stories and moderating the concluding discussion segments. Reinhardt, advisor to both Republican and Democratic administrations, is known for his ability to demystify complicated health care concepts. Strait, who covers medical and health care news for WORLD NEWS TONIGHT WITH PETER JENNINGS, brings to the team years of experience in weighing the social as well as the scientific implications of medical breakthroughs.

THE PRODUCTION TEAM

WHO PLAYS GOD? is a production of WETA, Washington, D.C., the flagship PBS station located in the nation's capital. WETA has earned a reputation for excellence in news and public affairs programming for such PBS staples as THE MACNEIL/LEHRER NEWSHOUR, WASHINGTON WEEK IN REVIEW, TALKING WITH DAVID FROST, and for its in-depth coverage of critical policy issues in such series as CHALLENGE TO AMERICA on economic competitiveness and COMING AND GOING on American transportation.

Larry Klein, the Executive Producer, has won acclaim for programs that explore the social implications of health and medical practices and policies. His films include: WHAT'S KILLING THE CHILDREN, and THE MIND OF A SERIAL KILLER for NOVA/PBS, and MEDICAL ECONOMICS VIDEO MAGAZINE for Lifetime Medical Television.

WHO PLAYS GOD?

MEDICINE, MONEY AND ETHICS IN AMERICAN HEALTH CARE

THE AUDIENCE

As the debate over national health care reform heats up, Americans will turn to PBS to help them decipher the critical issues behind the competing claims and rhetoric. WHO PLAYS GOD? will reach a projected audience of over 3.4 million viewers nationwide in its premiere broadcast, providing the series sponsor with direct access to viewers with a heightened interest in the future of the American health care system—policymakers, the medical establishment, and health care consumers. Repeat broadcasts will attract comparable audience numbers and demographics.

While PBS reaches 99% of all TV households, representing a broad cross section of the American public, PBS programs are especially effective in attracting upper-income, educated viewers who are decisionmakers—men and women not easily reached through other media. According to the March, 1992 Nielsen Television Index, public television is seen by:

- 88% of all households with incomes of \$60,000 or more;
- 81% of all households headed by a college graduate;
- 80% of all households headed by a professional, manager, or business owner.

WHO PLAYS GOD?

MEDICINE, MONEY AND ETHICS IN AMERICAN HEALTH CARE

CORPORATE BENEFITS

Sponsorship of WHO PLAYS GOD? positions the corporate funder at the forefront of the national dialogue on the future of American health care, signaling the corporation's commitment to informing the public about this critical issue.

- **Nationwide Prime-Time Exposure**

The series will air with fully produced credits at the beginning and end of each program, and all publicity and program-related materials will prominently credit the underwriter.

- **Unique Opportunities to Reach Key Constituencies**

WETA will work closely with the underwriter to design and execute related promotion and educational outreach targeting the corporation's key constituents. Possible opportunities to enhance the underwriter's association with the series include:

- Special premiere event and screenings in Washington, D.C. for policymakers, health care advocates, and business leaders;

- A VIP private seminar conducted by Uwe Reinhardt on health care issues for sponsor's clients and select audiences;

- Distribution of the series companion Viewer's Guide to schools, health care facilities, employees, and state and local legislators in major markets and key corporate communities;

- Distribution of the series with taped message from the sponsor's CEO to clients, policymakers, and health care constituencies.

WHO PLAYS GOD?

MEDICINE, MONEY AND ETHICS IN AMERICAN HEALTH CARE

•Educational Outreach

WHO PLAYS GOD? provides a platform for nationwide discussion of critical health care questions and concerns, often ignored because they touch many sensitive and difficult issues.

— To maximize use of the series as an educational tool, WETA plans to create a discussion/viewing guide for the series. The guide will address issues raised in the series and relate them to the everyday decisions, problems, solutions, and challenges facing individuals and communities across the country.

— WETA intends to form partnerships with various organizations with national constituencies, like AARP, Congress of National Black Churches, La Raza, YMCA/YWCA, Consumer's Union, the Ethical Society, and community colleges, to help facilitate wide, national distribution of the guides and encourage nationwide discussion of the issues.

CONTACT

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