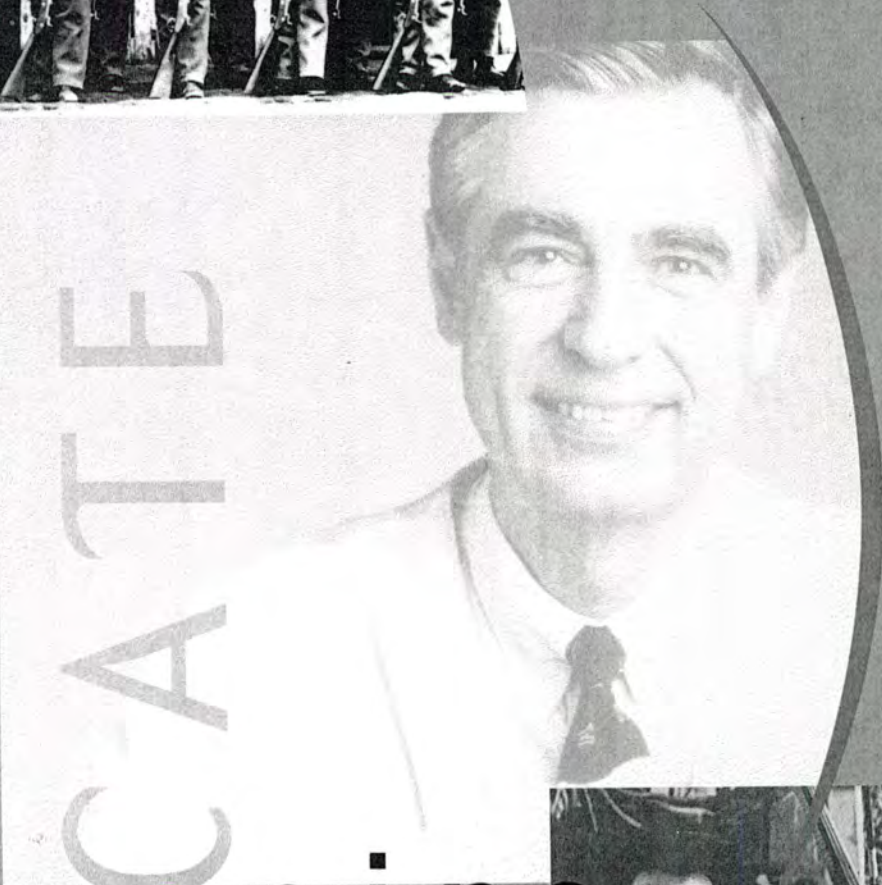




File PBS



EDUCATE
inspire

if PBS doesn't do it, who will?

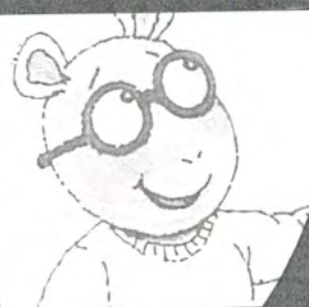


THIRTY

PHOTOCOPY
PRESERVATION

PHOTOCOPY
PRESERVATION

entertain



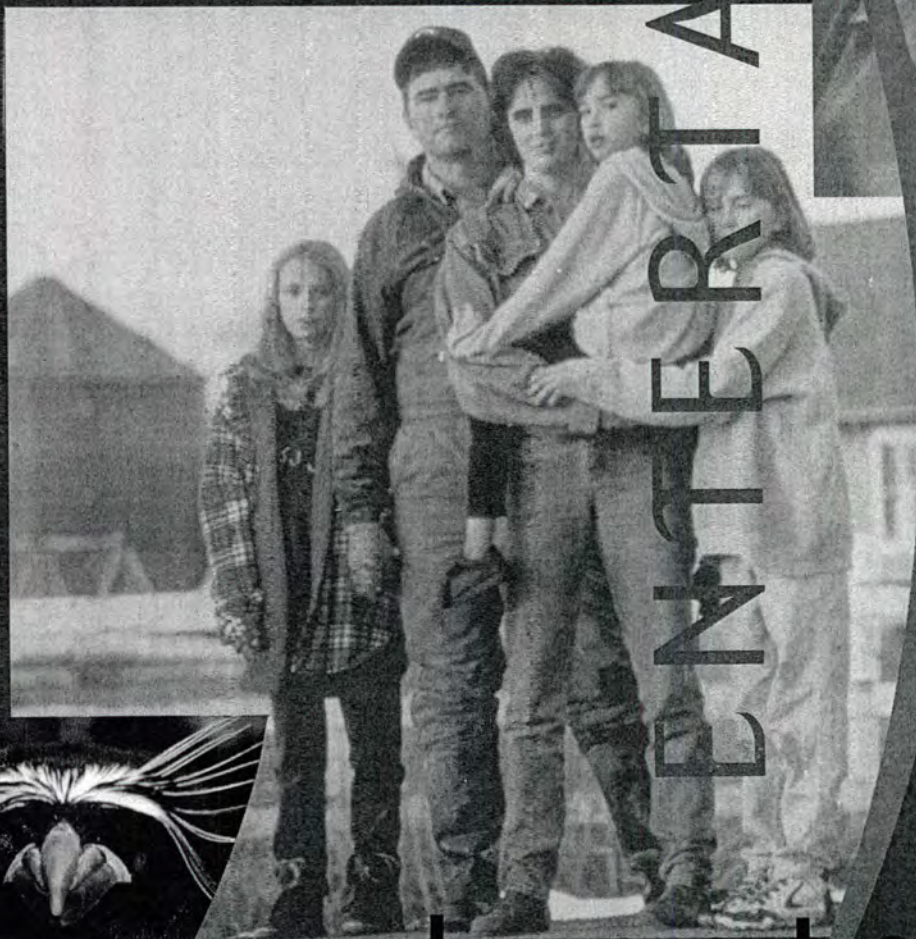
INSPIRED

YEARS



PHOTOCOPY
PRESERVATION

ENTERTAINING



educate

if PBS doesn't do it, who will?

AND BEYOND

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**NATIONAL POLL FINDS AMERICANS
STRONGLY SUPPORT PUBLIC TELEVISION**

*As PBS Celebrates Its 30th Anniversary, The Nation Continues to Embrace
Public TV for Leadership in Providing Quality,
Nonviolent, Educational, Family Fare*

Washington, DC, September 29, 1999 -- A national survey released today of more than 1,000 American adults finds overwhelming support for public television and its mission of providing nonviolent, noncommercial, educational programming and services.

According to the poll, Americans continue to value public television as a leader in delivering quality programs, particularly as they see standards declining and violent, profane content rising on commercial channels. Americans cite a shortage of family-friendly programming and embrace PBS as a high-quality provider of both family and children's fare. They overwhelmingly support federal funding for public television, including additional funds for new digital broadcasting equipment.

The survey was conducted by Opinion Research Corporation International (ORC) of Princeton, New Jersey, earlier this month. The margin of error is plus-or-minus three percentage points. It was commissioned by America's Public Television Stations (APTS), a private nonprofit association of public television stations, to provide a benchmark of public opinion on PBS's 30th anniversary, which is November 3, 1999.

The survey reveals that Americans' support for public television remains strong despite the growing number of viewing options offered by commercial channels. The vast majority of Americans (82%) believe that PBS is more or as important as it has been in the past.

— more —

The survey also found:

- Nearly two-thirds (62%) of Americans see a deterioration in television program quality overall, while 80% believe that PBS has a higher standard of quality than commercial television and that it provides more educational and informational benefits than its counterparts.
- Eight in ten Americans believe there has been an increase in programs that include violence, with 68% citing an increase in violence and profanity in children's programming; 79% think "the amount of violence children see on television has an affect on their likelihood of being aggressive and committing crimes."
- As a counterpoint, 84% believe "PBS provides quality programming for children without the violence and sexuality you see on other broadcast or cable channels."
- Over 80% say local public television stations "provide valuable local programs and community services you won't get from commercial TV or cable"; only 10% disagree.
- More than three-quarters (79%) feel "PBS is reasonably balanced in the content of its programming, neither too conservative nor too liberal"; just 10% disagree.

"We are gratified that the American people continue to recognize the unique value that public television provides to their families and their communities," said Ervin S. Duggan, PBS's president and CEO. "As PBS celebrates its 30th anniversary, we are committed to helping our stations deliver even more and better noncommercial, educational services in the digital age."

The public's concern about commercial television and appreciation of public television translate into overwhelming support for federal funding of PBS and its member stations.

- 83% of Americans would like Congress to increase public television's funding or maintain it at current levels, with 53% advocating an increase. Support for federal funding was strong across all demographic groups and all political affiliations.
- A significant majority (61%) "favor additional federal funding to help local PBS stations pay for some of the costs of digital television," while 26% "believe each station should have to pay the entire cost from other sources."

"As Americans worry about the violence and vulgarization of television, their local public television station is a beacon of quality programs and services for children and adults alike," said David Brugger, president and chief executive officer, APTS. "That's why they support increased federal funding for programming, education services and new digital equipment."

The telephone survey of 1005 adults 18 years or older was conducted during the period September 9-12, 1999. Opinion Research Corporation was founded in 1938 by Claude Robinson, the original associate of polling pioneer George Gallup. It provides research for some of the world's largest corporations and other organizations.

PBS, headquartered in Alexandria, Virginia, is a private, nonprofit media enterprise owned and operated by the nation's 348 public television stations. A trusted community resource, PBS uses the power of noncommercial television, the Internet and other media to enrich the lives of all Americans through quality programs and education services that inform, inspire and delight. Available to 99 percent of American homes with televisions and to an increasing number of digital multimedia households, PBS serves nearly 100 million people each week.

APTS is a private nonprofit corporation whose members are the nation's public television stations. It represents stations' interests before Congress, the FCC, the Departments of Commerce and Education, and other federal agencies. APTS also provides planning, research and communications support to the stations.

#####

PBS CELEBRATES 30 YEARS OF TELEVISION AT ITS BEST

1969 was a pivotal year in American history, one that saw sweeping changes in every aspect of society. It was the year of the moon landing, Woodstock and the Amazin' Mets. *Butch Cassidy and the Sundance Kid* and *Easy Rider* electrified movie audiences nationwide, while "Rowan & Martin's Laugh-In" and "Gunsmoke" were hits on commercial television.

1969 also brought another historic event that would profoundly affect American culture. On November 3, 1969, the Public Broadcasting Service (PBS) was created to provide nonviolent, commercial-free, educational television programming and services that reflect the diverse interests of the American people.

President Lyndon B. Johnson signed the first Public Broadcasting Act in November 1967, paving the way for the formation of the Corporation for Public Broadcasting (CPB). As the steward of federal funds to support public television and radio stations and program production, CPB recommended the formation of a national program distribution service. The Public Broadcasting Service was born, and its headquarters was established in Washington, DC. Hartford Gunn, president and general manager of public television station WGBH in Boston, was named the first president of the station-governed PBS in March 1970. The service was composed of 128 local member stations.

— more —

1970s

During the 1970s, PBS quickly became the place for innovative programming and services. SESAME STREET established itself as the nation's most popular address for children. PBS presented full coverage of the Watergate hearings in Congress. The nation's bicentennial witnessed the birth of a new kind of television journalism, THE MACNEIL/LEHRER REPORT (now THE NEWSHOUR WITH JIM LEHRER). To list just a few of the programs introduced by PBS is to remember some of the great moments of television:

- AN AMERICAN FAMILY
- THE ASCENT OF MAN
- BILL MOYERS' JOURNAL
- THE FRENCH CHEF
- THE GREAT AMERICAN DREAM MACHINE
- THE SCARLET LETTER
- UPSTAIRS, DOWNSTAIRS

NOVA, the longest-running science series on American television, premiered in the 1970s, as did WALL STREET WEEK WITH LOUIS RUKEYSER, America's first financial news series, and GREAT PERFORMANCES, the nation's oldest and most comprehensive performing arts anthology. Also seen for the first time were:

- LIVE FROM LINCOLN CENTER
- LIVE FROM THE MET (now THE METROPOLITAN OPERA PRESENTS)
- MASTERPIECE THEATRE (now MOBIL MASTERPIECE THEATRE)
- THE VICTORY GARDEN

PBS pioneered the development of closed captioning for television programs in the 1970s and was the first broadcast network to launch its own satellite system.

1980s

The 1980s brought new audiences to public television with such series as FRONTLINE, READING RAINBOW, THE AMERICAN EXPERIENCE, AMERICAN PLAYHOUSE, MYSTERY!, THIS OLD HOUSE, P.O.V. and NATURE, plus unforgettable special productions such as:

- ANNE OF GREEN GABLES
- THE BRAIN
- BRIDESHEAD REVISITED
- COSMOS
- EYES ON THE PRIZE
- HERITAGE: CIVILIZATION AND THE JEWS
- THE JEWEL IN THE CROWN
- MOYERS: JOSEPH CAMPBELL AND THE POWER OF MYTH
- SHOAH
- VIETNAM: A TELEVISION HISTORY

PBS also launched the Adult Learning Service (ALS), the first national initiative to enable adults to take college courses via television.

1990s

The 1990s have brought public television viewers such jewels as:

- AFRICANS IN AMERICA
- ANTIQUES ROADSHOW
- ARTHUR
- BARNEY & FRIENDS
- BASEBALL
- THE CIVIL WAR
- EYES ON THE PRIZE II
- FRONTLINE "The Farmer's Wife"
- THE GREAT WAR
- HOOP DREAMS
- MOBIL MASTERPIECE THEATRE "The Buccaneers" and "Moll Flanders"
- TELETUBBIES

PBS remains in the forefront of technology. Its leadership includes pioneering work on enhanced digital television, which uses broadcast and computer technology, and the launch of PBS ONLINE, one of the most acclaimed sites on the World Wide Web. PBS Home Video offers PBS programs for home viewing and PBS Records produces performance and companion recordings, and soundtracks from PBS programs.

PBS: The Organization

PBS provides a wide range of programming, educational and technical services to its member stations to help them serve their communities. PBS does not produce programs; the organization acquires programs from member stations, independent producers and other sources.

PBS staff in Alexandria, Virginia, and New York City coordinate program acquisition and scheduling, educational services, audience research, communications, brand management, strategic planning, broadcast and technical operations, new media services, fundraising development, video marketing and engineering and technical development.

The PBS budget for FY 2000 (July 1, 1999-June 30, 2000) of \$309 million comes from member stations (47 percent), educational products and services (20 percent), CPB (15 percent), strategic partnerships (4 percent) and other sources (14 percent). Two-thirds (64 percent) of PBS' FY 2000 budget goes to program production, acquisition, promotion and distribution. Program funds administered by PBS represent only a portion of the total cost of PBS' National Program Service.

As PBS has grown, so has its audience. In fall 1970, viewers in 21 percent of American homes with TVs watched public television each week. By September 1998, that figure was 55.9 percent, representing 92.4 million weekly viewers.

PBS: Educator

Building on the educational value of its programming, PBS has developed important services geared toward a lifetime of learning — in classrooms, homes and workplaces. PBS Ready to Learn provides educational and entertaining children's programming from early morning to early evening and is complemented by learning tools for parents and caregivers. PBS TeacherSource is an online neighborhood for pre-school through 12th grade teachers. PBS MATHLINE and PBS SCIENCELINE offer in-depth professional development opportunities for educators.

PBS' Adult Learning Service is the largest source of college-level telecourses in the country. PBS' Going the Distance project enables students to earn a degree through college-credit telecourses. LiteracyLink helps adults improve their basic literacy skills.

PBS extends the reach and impact of its programming through the Internet, videos and CDs. PBS ONLINE (pbs.org), an award-winning site on the World Wide Web, provides high-quality Web programming as it pioneers the convergence of television and the Internet. The site features more than 85,000 pages of content, including companion Web sites for nearly 400 PBS programs. PBS ONLINE won the prestigious Webby Award for best television Web site in 1998 and 1999. PBS VIDEO makes copies of public television programs available to schools, colleges, libraries, hospitals and other institutions, while PBS Home Video serves the home market.

PBS: Leader in Technology

While programming is the bedrock of its mission, PBS has also taken a leadership role in television technology. In 1972, PBS spearheaded the development of closed captions for deaf and hard-of-hearing Americans. In June 1978, PBS was the first American broadcast television service to distribute its programs nationwide via satellite. In 1987, PBS won an

Emmy for its innovative work on UHF transmitter efficiency. In 1990, PBS member station WGBH Boston pioneered the Descriptive Video Service to make programs accessible to blind and visually-impaired viewers.

PBS and its member stations are now leaders in using digital technology for public service. Through an unprecedented alliance with Intel Corporation, PBS member stations made history by broadcasting FRANK LLOYD WRIGHT, the first national enhanced digital television program, in November 1998.

The history, experience and vision of PBS and its member stations are the foundation from which public television pushes forward into the new millennium. But whatever the future brings, PBS' core mission remains: to bring education, culture and citizenship to the American people. PBS will continue to stand for television at its best. PBS will continue to extend the value of its programs beyond the screen. And PBS will continue to use the new technology for public service. If PBS doesn't do it, who will?

– PBS –

To electronically access this release and other PBS 30th anniversary press materials, go to PBS PressRoom (pbs.org/pressroom).

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PBS TIMELINE

30 YEARS OF PROGRAMS AND PROGRESS

1969

PROGRAMS — SESAME STREET, a production of Children's Television Workshop, premieres, as does FORSYTE SAGA.

PROGRESS — PBS is born.

1970

PROGRAMS — GREAT AMERICAN DREAM MACHINE, WASHINGTON WEEK IN REVIEW, CIVILISATION, THE FRENCH CHEF, THE NADER REPORT and HOLLYWOOD TELEVISION THEATRE'S production of "The Andersonville Trial" debut.

PROGRESS — Number of public television stations reaches 200. Hartford N. Gunn Jr. is appointed President & CEO of PBS.

1971

PROGRAMS — MASTERPIECE THEATRE, JEAN SHEPHERD'S AMERICA, THE ELECTRIC COMPANY and FIRING LINE debut. SPECIAL OF THE WEEK premieres with Frederick Wiseman's "Basic Training."

PROGRESS — Public television wins four Peabody Awards.

— more —

1972

PROGRAMS — BILL MOYERS' JOURNAL premieres. ZOOM gives youngsters across the country a chance to shape their own television program by mailing in suggestions and ideas. Glenda Jackson stars in ELIZABETH R. FILM ODYSSEY presents such classics as "Grand Illusion" and "Battleship Potemkin." TONY BROWN'S JOURNAL and WALL STREET WEEK WITH LOUIS RUKEYSER debut.

PROGRESS — PBS pioneers the development of closed captioning, making television programs accessible to deaf and hard-of-hearing viewers.

1973

PROGRAMS — AN AMERICAN FAMILY focuses on the real-life problems of the Loud family. IN PERFORMANCE AT WOLF TRAP premieres. DRINK, DRANK, DRUNK, a national outreach special on alcoholism, airs.

PROGRESS — Public television carries gavel-to-gavel coverage of the Watergate hearings.

1974

PROGRAMS — GREAT PERFORMANCES debuts with the best in music, dance and drama. NOVA premieres as the first national primetime television series devoted to science. ALISTAIR COOKE'S AMERICA and ASCENT OF MAN premiere.

PROGRESS — Number of public television stations reaches 250. Portion of American households watching public television each month reaches 50 percent.

1975

PROGRAMS — DANCE IN AMERICA debuts. "The Incredible Machine," an in-depth look at the amazing human body, airs as PBS' first NATIONAL GEOGRAPHIC SPECIAL. Lee Remick stars in JENNIE, LADY RANDOLPH CHURCHILL. WOMAN ALIVE and MARK RUSSELL COMEDY SPECIALS debut.

PROGRESS — President Gerald Ford signs the Public Broadcasting Financing Act of 1975, establishing long-range, advance funding for public broadcasting. PBS, the Ford Foundation and later CPB and NPR join forces to set up a public broadcasting satellite interconnection system.

1976

PROGRAMS — THE MACNEIL/LEHRER REPORT and LIVE FROM LINCOLN CENTER premiere. ONCE UPON A CLASSIC, a drama series of classic literary tales for children, debuts. THE AGE OF UNCERTAINTY and HARD TIMES premiere.

PROGRESS — Lawrence K. Grossman is appointed President & CEO of PBS.

1977

PROGRAMS — THE DICK CAVETT SHOW premieres. "I, Claudius" airs on MASTERPIECE THEATRE. "La Boheme" airs as PBS' first telecast from the Metropolitan Opera House. THE PALLISERS premieres, and Liv Ullman stars in Ingmar Bergman's SCENES FROM A MARRIAGE.

1978

PROGRAMS — Public television journeys to Nashville to present a full-length performance of LIVE FROM THE GRAND OLE OPRY for the first time on national television. Two extraordinary men are profiled in ERIC HOFFER: THE CROWDED LIFE and the original drama DAMIEN, about Hawaii's Father Damien. QUE PASA, U.S.A.?, a bilingual situation comedy series focusing on a Cuban-American family living in Miami, premieres. Three independently produced documentaries — CALIFORNIA REICH on American Nazis, THE NEW KLAN on the active Ku Klux Klan and WORD IS OUT on homosexuality — air.

PROGRESS — PBS is the first broadcast network to launch its own satellite system.

1979

PROGRAMS — MASTERPIECE THEATRE presents "Upstairs, Downstairs." THE SCARLET LETTER, Nathaniel Hawthorne's classic tale of Puritan America, airs. James Burke's CONNECTIONS, PALESTINE, BLACK MAN'S LAND, SINAI FIELD MISSION, THE JAPANESE and MR. SPEAKER: A PORTRAIT OF TIP O'NEILL air.

PROGRESS — More than five years of PBS research result in the Digital Audio for Television system (DATE), a four-channel, encoded system for transmitting high-fidelity stereo audio via satellite.

1980

PROGRAMS — 3-2-1 CONTACT premieres as the first continuing series using closed captions. COSMOS, THIS OLD HOUSE, I REMEMBER HARLEM, THE BODY IN QUESTION, SHOCK OF THE NEW, INSIDE STORY and WORLD'S "Death of a Princess" debut.

PROGRESS — PBS receives an Emmy for Outstanding Engineering Development in recognition of its contribution to closed captioning.

1981

PROGRAMS — GREAT PERFORMANCES presents "Brideshead Revisited." WHY IN THE WORLD presents news events interpreted for young people by some of the nation's outstanding minds. MYSTERY!, IN PERFORMANCE AT THE WHITE HOUSE and CREATIVITY WITH BILL MOYERS premiere.

PROGRESS — The Adult Learning Service (ALS) is established, the first coordinated national effort to enable adults to take college courses in the convenience of their homes or offices.

1982

PROGRAMS — AMERICAN PLAYHOUSE premieres as the first public television series produced by a consortium of stations. NATURE, THE MAGIC OF DANCE and THE RING CYCLE debut.

1983

PROGRAMS — THE MACNEIL/LEHRER NEWSHOUR initiates broadcasting's first hour-long nightly television news show. FRONTLINE debuts. READING RAINBOW, SMITHSONIAN WORLD, VIETNAM: A TELEVISION HISTORY, THE CONSTITUTION: THAT DELICATE BALANCE and A WALK THROUGH THE TWENTIETH CENTURY WITH BILL MOYERS premiere.

PROGRESS — Number of public television stations reaches 300. Bruce Christensen is appointed President & CEO of PBS.

1984

PROGRAMS — THE BRAIN, HERITAGE: CIVILIZATION AND THE JEWS, THE LIVING PLANET and WONDERWORKS, a primetime series for the whole family, premiere.

PROGRESS — WTTW in Chicago becomes the first television station in the U.S. to broadcast direct stereo television sound.

1985

PROGRAMS — PLANET EARTH and RIVER JOURNEYS debut.

PROGRESS — The Public Television Outreach Alliance (PTOA), combining documentary programming with local community action to deal with national societal problems, launches.

1986

PROGRAMS — THE STORY OF ENGLISH, THE WEST OF THE IMAGINATION, THE AFRICANS, MANAGING OUR MIRACLES: HEALTH CARE IN AMERICA, SHOAH and THE IRAN-CONTRA HEARINGS air. WONDERWORKS presents "Anne of Green Gables."

PROGRESS — Public television programs win 40 Emmy awards.

1987

PROGRAMS — SQUARE ONE TV premieres. Henry Hampton's civil rights series, EYES ON THE PRIZE, premieres and wins critical acclaim and the Dupont-Columbia Gold Baton.

1988

PROGRAMS — THE AMERICAN EXPERIENCE, MOYERS: JOSEPH CAMPBELL AND THE POWER OF MYTH, P.O.V., THE MIND and 16 DAYS OF GLORY premiere.

PROGRESS — Congress authorizes \$200 million to replace public television and radio satellites. The Advanced Television Test Center is formed by PBS and six other broadcast entities. Portion of American households watching public television monthly reaches 80 percent, representing 150 million people.

1989

PROGRAMS — AMERICAN PLAYHOUSE “Stand and Deliver,” WAR AND PEACE IN THE NUCLEAR AGE, ETHICS IN AMERICA, LEARNING IN AMERICA, THE STRUGGLE FOR DEMOCRACY, ART OF THE WESTERN WORLD and MOYERS: THE POWER OF THE WORD debut.

PROGRESS — The Independent Television Service, Inc. (ITVS) is formed to support independent productions to meet the needs of unserved and underserved audiences. The PBS Business Channel is launched.

1990

PROGRAMS — Ken Burns’ THE CIVIL WAR attracts the largest audience ever to public television. EYES ON THE PRIZE II, RACE TO SAVE THE PLANET and THE MIRACLE PLANET premiere.

PROGRESS — PBS tops the list of News and Documentary Emmy Awards for the sixth consecutive year. PBS makes television accessible to blind and visually impaired audiences through the launch of the Descriptive Video Service (DVS).

1991

PROGRAMS — MAKING SENSE OF THE SIXTIES, THE ASTRONOMERS, CHILDHOOD, COLUMBUS AND THE AGE OF DISCOVERY, ...TALKING WITH DAVID FROST and WHERE IN THE WORLD IS CARMEN SANDIEGO? debut.

PROGRESS — Simultaneous Spanish language translation of THE MACNEIL/LEHRER NEWSHOUR debuts on the Secondary Audio Program channel (SAP). PBS is chosen by an FCC committee to oversee field tests of high-definition television (HDTV).

1992

PROGRAMS — GHOSTWRITER, BARNEY & FRIENDS, SHINING TIME STATION, LAMB CHOP’S PLAY-ALONG, MILLENNIUM: TRIBAL WISDOM AND THE MODERN WORLD, THE CONSTITUTION: THAT DELICATE BALANCE II, THE CREATIVE SPIRIT, THE MACHINE THAT CHANGED THE WORLD, THE PACIFIC CENTURY and THE DINOSAURS! premiere.

PROGRESS — PBS and NBC team up to provide joint coverage of the National Democratic and Republican Conventions. Very small aperture terminal (VSAT) technology, an interactive satellite technology linking schools, public TV stations and others with voice, data, and images via computers and telephones, is introduced.

1993

PROGRAMS — CHARLIE ROSE, AMERICAS, THE PRIZE: THE EPIC QUEST FOR OIL, MONEY & POWER and IN THE MIX debut.

PROGRESS — PBS launches its new satellite — Telstar 401 — creating the nation's largest "education neighborhood" in the sky. The PBS Ready to Learn Service is launched; 10 stations begin offering the service in July 1994. PBS MATHLINE is introduced to help the professional development of math educators across the country.

1994

PROGRAMS — BASEBALL, AMERICAN PLAYHOUSE "Tales of the City," MASTERPIECE THEATRE "Middlemarch" and MYSTERY! "Prime Suspect" premiere.

PROGRESS — PBS announces Going the Distance, an educational initiative that allows students, for the first time, to earn an associate's degree through distance learning. PBS and Turner Home Entertainment sign a long-term marketing and distribution agreement for PBS Home Video. The PBS Democracy Project, an initiative to provide the American public with innovative coverage of news and public affairs, launches. Ervin S. Duggan is appointed President & CEO of PBS.

1995

PROGRAMS — THE PUZZLE PLACE, HOOP DREAMS, THE AMERICAN EXPERIENCE "The Way West" and ROCK & ROLL premiere.

PROGRESS — PBS ONLINE launches.

1996

PROGRAMS — TRIUMPH OF THE NERDS: THE RISE OF ACCIDENTAL EMPIRES IN SILICON VALLEY, KRATTS' CREATURES, PBS DEBATE NIGHT: THE FUTURE CONGRESS, MOBIL MASTERPIECE THEATRE "Moll Flanders," FRONTLINE "The Gulf War" and ALIEN EMPIRE premiere.

PROGRESS — PBS announces the Station Equity Model (SEM), promising to strengthen the centerpiece National Program Service (NPS) by increasing its budget by 50 percent by the end of FY 2000. PBS expands Going the Distance to 134 colleges, making it the most extensive distance learning degree program in the country. The Ready to Learn Service expands nationally. PBS LiteracyLink is launched. PBS and Devillier Donegan Enterprises sign a multi-million dollar programming deal to bring high-impact non-fiction films to the NPS. PBS opens the first all-digital television broadcast facility in the United States.

1997

PROGRAMS — WIMZIE'S HOUSE, LEWIS & CLARK: THE JOURNEY OF THE CORPS OF DISCOVERY, THOMAS JEFFERSON, THE LIVING EDENS and ANTIQUES ROADSHOW debut.

PROGRESS — PBS and WebTV Networks Inc. join to provide Web users with TV and Internet content over the same platform. PBS ONLINE wins the Webby Award. The U.S. Olympic PBS Cyber School offers interactive educational challenges based on events at the Olympic Winter Games. KCET Hollywood, WETA Washington, DC, WGBH Boston and WNET New York join PBS in creating the PBS Sponsorship Group. PBS Aloft, an in-flight program service, is launched.

1998

PROGRAMS — PBS provides extensive coverage of the Clinton impeachment hearings, floor debate and trial. AFRICANS IN AMERICA, FRANK LLOYD WRIGHT, FRONTLINE's "The Farmer's Wife" and "From Jesus to Christ: The First Christians," TELETUBBIES, THE IRISH IN AMERICA: LONG JOURNEY HOME, THE AMERICAN EXPERIENCE "Reagan" and GREAT PERFORMANCES "Cats" premiere.

PROGRESS — PBS, WGBH and CPB announce "The American Collection," a domestic drama initiative. PBS Records is launched — a record and television program funding and distribution partnership with Warner Bros. Records. PBS ONLINE wins its second Webby Award. The Harris/PBS DTV Express is launched. Intel Corporation and PBS announce a collaboration to produce and distribute enhanced digital programs. PBS Digital Week features the first nationally enhanced digital program, FRANK LLOYD WRIGHT. Gail Spears, of Centerville, Ohio, becomes the first graduate of PBS Going the Distance. PBS and Ken Burns ink a multiyear programming agreement.

1999

PROGRAMS — THE AMERICAN EXPERIENCE "MacArthur," AMERICAN PLAYHOUSE "An American Love Story," I'LL MAKE ME A WORLD, NEW YORK: A DOCUMENTARY FILM, A SPECIAL PRESENTATION OF "The American Experience," NOT FOR OURSELVES ALONE: THE STORY OF ELIZABETH CADY STANTON & SUSAN B. ANTHONY, WONDERS OF THE AFRICAN WORLD WITH HENRY LOUIS GATES JR., ZOBOOMAFOO and the new edition of ZOOM debut.

PROGRESS — PBS revenues grow \$98 million in four years (54 percent) and Station Equity Model programming budget targets are met. PBS and Intel Corporation collaborate on digitally-enhanced episodes of ZOBOOMAFOO. PBS Kids Channel is launched. PBS ONLINE wins its third Webby Award.

— PBS —

To electronically access this release and other PBS 30th anniversary press materials, go to PBS PressRoom (pbs.org/pressroom).

TAKE THE PBS 30TH ANNIVERSARY QUIZ!

1. What present-day movie star was once the trolley driver on MISTER ROGERS' NEIGHBORHOOD?
2. When did THE MACNEIL/LEHRER NEWSHOUR (now THE NEWSHOUR WITH JIM LEHRER) go to one hour, becoming the nation's first hour-long nightly television news show?
3. What is the most-watched series in PBS history?
4. What does the "S" in PBS stand for?
5. How many people watched public television from October 1997 to September 1998?
6. What was the name, budget and number of cast members of Fred Rogers' first children's program?
7. How many PBS member stations are there?
8. How many pages of content are featured on PBS ONLINE?
(a) 2,000 (b) 47,000 (c) 85,000
9. How many Emmys did THE ANDERSONVILLE TRIAL win in 1971?
10. Name the first full-length broadcast performance from the Metropolitan Opera House and who sang in it.
11. Who are the 11 presidents featured in THE AMERICAN EXPERIENCE's presidential profiles?
12. PBS' Adult Learning Service provides college credit TV courses to how many students each academic year?
13. BRIDESHEAD REVISITED started a craze for the toy Sebastian (Anthony Andrews) clutched constantly. What was it?

— more —

14. What is the longest-running weekly public affairs documentary series on television?
15. What are the names of the four Teletubbies?
16. What was the first nationally enhanced digital television program, what network aired it and when did it air?
17. What was the first national primetime television series devoted to science?
18. How old is Barney supposed to be?
19. Match the show with the host:

(a) COSMOS	Lord Kenneth Clark
(b) THE ASCENT OF MAN	Carl Sagan
(c) CIVILISATION	Jacob Bronowski
20. How many postage stamps could a taxpayer buy with his or her share of the 1999 federal contribution to public broadcasting?
21. Who was MYSTERY!'s first host?
22. Which actress appeared as a cast member on THE ELECTRIC COMPANY and is the first performer to receive an Academy Award, Grammy Award, Tony Award and Emmy Award?
23. What breed of dog is Wishbone?
24. What famous aardvark has his own PBS show?
25. What PBS program travels the United States offering free appraisals of antiques and collectables?
26. What was the title of Julia Child's first cooking program on PBS?
27. Who starred in MOBIL MASTERPIECE THEATRE "Moll Flanders" before joining the cast of "ER"?
28. Match the producers with the program: Ken Burns, Ric Burns

(a) THE DONNER PARTY	(b) THE BROOKLYN BRIDGE
(c) THE STATUE OF LIBERTY	(d) THE WAY WEST

29. What PBS program won the 1998 Grammy Award for Best Long Form Music Video?
30. What PBS member stations were the first to broadcast a digital signal in November 1998?

– PBS –

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ANSWERS!

1. Michael Keaton
2. 1983
3. THE CIVIL WAR by Ken Burns
4. Service
5. 92.4 million
6. THE CHILDREN'S CORNER, \$150 per week, 2 cast members
7. 348
8. (c) 85,000
9. 3
10. LA BOHÈME with Luciano Pavarotti and Renata Scotto, 1977
11. Dwight Eisenhower
Thomas Jefferson
Lyndon Baines Johnson
John Kennedy
Abraham Lincoln
Richard Nixon
Ronald Reagan
Franklin Delano Roosevelt
Theodore Roosevelt
Harry Truman
George Washington
12. 450,000
13. A teddy bear

– more –

14. FRONTLINE, premiered on PBS in 1983
15. Dipsy, Laa-Laa, Tinky Winky and Po
16. FRANK LLOYD WRIGHT, PBS, November 1998
17. NOVA, premiered on PBS in 1974
18. 200 million years old
19. (a) COSMOS Carl Sagan
 (b) THE ASCENT OF MAN Jacob Bronowski
 (c) CIVILISATION Lord Kenneth Clark
20. 3
21. Gene Shalit
22. Rita Moreno
23. Jack Russell Terrier
24. Arthur, hero of Marc Brown's best-selling books
25. ANTIQUES ROADSHOW
26. THE FRENCH CHEF
27. Alex Kingston
28. (a) Ric Burns
 (b) Ken Burns
 (c) Ken Burns
 (d) Ric Burns
29. LOU REED: ROCK AND ROLL HEART, AN "AMERICAN MASTERS" SPECIAL
30. Seven local stations: WETA Washington, DC; KCTS Seattle; WITF Harrisburg, PA;
 Oregon Public Broadcasting; Mississippi ETV, Jackson, MS; WMVT Milwaukee and
 KCPT Kansas City, MO

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30 STARS AND THEIR PBS PROGRAMS

1. **Ben Affleck** — *The Voyage of the Mimi* (1984)
2. **Alan Alda** — *Scientific American Frontiers* (1993)
3. **Kevin Bacon** — *American Playhouse* "Lemon Sky" (1988)
4. **LeVar Burton** — *Reading Rainbow* (1983)
5. **Jeff Daniels** — *American Playhouse* "Fifth of July" (1983)
6. **Bruce Davison** — *American Playhouse* "Longtime Companion" (1991)
7. **Ruby Dee** — *Great Performances* "To Be Young, Gifted and Black" (1972)
8. **Ralph Fiennes** — *Great Performances* "A Dangerous Man: Lawrence After Arabia" (1992)
9. **Morgan Freeman** — *The Electric Company* (1971)
10. **Anthony Hopkins** — *The Poet Game* (1971)
11. **Linda Hunt** — *Great Performances* "Ah, Wilderness!" (1976)
12. **William Hurt** — *Great Performances* "Verna: USO Girl" (1978)
13. **Jeremy Irons** — *Great Performances* "Brideshead Revisited" (1983)
14. **Michael Keaton** — *Mister Rogers' Neighborhood* (1969)
15. **Harvey Keitel** — *Great Performances* "A Memory of Two Mondays" (1974)
16. **Alex Kingston** — *Mobil Masterpiece Theatre* "Moll Flanders" (1996)
17. **Kevin Kline** — *Great Performances* "Hamlet" (1990)
18. **Nathan Lane** — *Great Performances* "Alice in Wonderland" (1983)
19. **Helen Mirren** — *Mystery!* "Prime Suspect" (1990)
20. **Valerie Perrine** — *Steambath* (1973)
21. **Bernadette Peters** — *Great Performances* "Paradise Lost" (1971)
22. **Michelle Pfeiffer** — *Great Performances* "Nacita Jackson" (1987)
23. **Aidan Quinn** — *American Playhouse* "All My Sons" (1987)
24. **Emma Thompson** — *Great Performances* "The Winslow Boy" (1990)
25. **Susan Sarandon** — *Great Performances* "June Moon" (1974)

— more —

26. **Meryl Streep** — *Great Performances* “Uncommon Women and Others” (1979)
27. **Christopher Walken** — *American Playhouse* “Who Am I This Time?” (1982)
28. **Denzel Washington** — *Mobil Masterpiece Theatre* “Much Ado About Nothing” (1993)
29. **Sam Waterston** — *Colette* (1972)
30. **Sigourney Weaver** — *Great Performances* “The Cheever Stories” (1979)

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30 SIGNATURE PBS SERIES

Many outstanding PBS series have been, or were, on the air for more than 10 years. *All but three are still broadcast.

- 3-2-1 CONTACT*
- THE AMERICAN EXPERIENCE
- AMERICAN MASTERS SPECIALS
- AMERICAN PLAYHOUSE*
- AUSTIN CITY LIMITS
- EVENING AT POPS
- FIRING LINE
- FRONTLINE
- GREAT PERFORMANCES
- IN PERFORMANCE AT THE WHITE HOUSE
- LIVE FROM LINCOLN CENTER
- THE MACNEIL/LEHRER NEWS HOUR (now THE NEWS HOUR WITH JIM LEHRER)
- MARK RUSSELL COMEDY SPECIALS
- THE METROPOLITAN OPERA PRESENTS
- MISTER ROGERS' NEIGHBORHOOD
- MOBIL MASTERPIECE THEATRE
- MOTORWEEK
- MYSTERY!
- NATURE
- NOVA
- P.O.V.
- READING RAINBOW
- SESAME STREET
- THIS OLD HOUSE
- TONY BROWN'S JOURNAL
- THE VICTORY GARDEN
- WALL STREET WEEK WITH LOUIS RUKEYSER
- WASHINGTON WEEK IN REVIEW
- WONDERWORKS*
- THE WOODWRIGHT'S SHOP

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30 MEMORABLE PBS PROGRAMS

History and Biography

1. AN AMERICAN FAMILY (1973)
2. NON-FICTION TELEVISION "The Day After Trinity: J. Robert Oppenheimer and the Atomic Bomb" (1981)
3. VIETNAM: A TELEVISION HISTORY (1983)
4. EYES ON THE PRIZE (1987)
5. THE CIVIL WAR (1990)
6. THE AMERICAN EXPERIENCE "The Kennedys" (1992)

Performance and Drama

7. MASTERPIECE THEATRE "Upstairs, Downstairs" (1976)
8. MASTERPIECE THEATRE "I, Claudius" (1977)
9. THE SCARLET LETTER (1979)
10. GREAT PERFORMANCES "Brideshead Revisited" (1982)
11. MASTERPIECE THEATRE "The Jewel in the Crown" (1984)
12. MYSTERY! "Sherlock Holmes: The Blue Carbuncle" (1985)
13. THE THREE TENORS IN CONCERT (1994)
14. GREAT PERFORMANCES "*Les Misérables*" (1996)

Science, Nature and Technology

15. NATURE "Kingdom of the Ice Bear" (1975)
16. NATIONAL GEOGRAPHIC SPECIALS "The Incredible Machine" (1975)
17. COSMOS (1980)
18. LIFE ON EARTH (1982)
19. THE CREATION OF THE UNIVERSE (1985)
20. NOVA "A Man, A Plan, A Canal, Panama" (1987)

News and Public Affairs

21. THE WATERGATE HEARINGS (1973 and 1974)
22. MOYERS: JOSEPH CAMPBELL AND THE POWER OF MYTH (1988)
23. FRONTLINE "Innocence Lost: The Verdict" (1993)
24. HOOP DREAMS (1995)
25. FRONTLINE "The Farmer's Wife" (1998)

— more —

Children's

- 26. MISTER ROGERS' NEIGHBORHOOD (1968)
- 27. SESAME STREET (1969)
- 28. ZOOM (1972 & 1999)
- 29. BARNEY & FRIENDS (1992)
- 30. ARTHUR (1996)

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PBS PROGRAM AND SERVICE UNDERWRITERS

The following entities have provided \$2.5 million or more to PBS during the last 30 years in support of our goal to provide the American public with programming and services that educate, inspire and entertain.

3M Company
A.G. Edwards
Ace Hardware Corporation
Administration on Aging
Aetna Life and Casualty Company
Alfred P. Sloan Foundation
American Express Company
American Gas Association
American Telephone & Telegraph Company
Ameritech
Amoco Corporation
Andrew W. Mellon Foundation, The
Annie E. Casey Foundation, The
Archer-Daniels-Midland Company
Arthur Vining Davis Foundations, The
Atlantic Richfield Company
Baxter International, Inc.
Bell Atlantic Corporation
Body Shop International PLC, The
Boeing Company, The
Canon USA
Carnegie Corporation of New York
Charles E. Culpeper Foundation, Inc.
Charles H. Revson Foundation, Inc.
Charles Stewart Mott Foundation
Chef Boyardee
Chevrolet Motor Division
Chevron Corporation
Chrysler Corporation
Chubb Group of Insurance Companies
Chuck E. Cheese's
Cigna Corporation
Delta International Machinery Corporation
Digital Equipment Corporation
Du Pont De Nemours, E.I. & Company

— more —

Equicor, Equitable HCA Corporation
Exxon Corporation
Farmers Group of Insurance Companies
Fetzer Institute
Fidelity Investments
Ford Foundation, The
Ford Motor Company
General Electric Company
General Motors Corporation
Glidden Company
GTE Corporation
GTE Foundation
Gulf Oil Corporation
Howard Heinz Endowment
IBM Corporation
James S. McDonnell Foundation
John D. and Catherine T. MacArthur Foundation, The
John M. Olin Foundation, Inc.
Johnson & Johnson
Kellogg Company
Lexus
Lila Wallace-Reader's Digest Fund, Inc.
Lilly Endowment, Inc.
Lockheed Corporation
Lynde and Harry Bradley Foundation, The
Martin-Marietta Corporation
McDonald's Local Restaurant Association
Merck & Company, Inc.
Metropolitan Life Insurance Company
Microsoft Corporation
Mobil Corporation
Mutual of America
Nabisco, Inc.
National Endowment for the Arts
National Endowment for the Humanities
National Park Service
National Science Foundation
NEC America, Inc.
New York Life Insurance Company
Nike, Inc.
Nutrasweet Company, The
Oppenheimer Fund Management, Inc.
Owens-Corning Fiberglas Corporation
Park Foundation, Inc.
Parks Corporation

Pepsi-Cola Company
PetroCanada
Pew Charitable Trusts, The
Pew Memorial Trust
Pfizer, Inc.
Polaroid Corporation
Primerica Life Insurance Company
Prudential-Bache Securities
Prudential Insurance Company of America, The
Prudential Securities, Inc.
Raytheon Company
Richard King Mellon Foundation
Robert Wood Johnson Foundation, The
Robert Wood Johnson Jr. Charitable Trust
Rockefeller Foundation, The
SCE Corporation
Scotts/Miracle-Gro
Sears-Roebuck Foundation, The
Shell Companies Foundation, Inc.
Siemens Corporation
Southwestern Bell Corporation
Stanley Tools
State Farm Mutual Automobile Insurance Company
Sun Company, Inc.
Texaco, Inc.
Texaco Philanthropic Foundation, Inc.
Texas Instruments, Inc.
Theresa & H. John Heinz III Foundation
Toyota Motor Sales, U.S.A, Inc.
Travelers Insurance Companies
U.S. Department of Education
U.S. Department of Energy
U.S. Postal Service
Unisys Corporation
United Technologies Corporation
USA Networks
United States Information Agency
W.K. Kellogg Foundation
Weyerhaeuser Company
W.M. Keck Foundation
Xerox Corporation, The

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PUBLIC BROADCASTING SERVICE MEMBER STATIONS

<u>Location</u>	<u>Station /Channel</u>
Alabama	
Birmingham	WBIQ/10
Demopolis	WIIQ/41
Dozier	WDIQ/2
Florence	WFIQ/36
Huntsville	WHIQ/25
Louisville	WGIQ/43
Mobile	WEIQ/42
Montgomery	WAIQ/26
Mount Cheaha	WCIQ/7
Alaska	
Anchorage	KAKM/7
Fairbanks	KUAC/9
Juneau	KTOO/3
American Samoa	
Pago Pago	KVZK/2
Arizona	
Tempe	KAET/8
Tucson	KUAS/27
Tucson	KUAT/6
Arkansas	
Arkadelphia	KETG/9
Fayetteville	KAFT/13
Jonesboro	KTEJ/19
Little Rock	KETS/2
Mountain View	KEMV/6

– more –

<u>Location</u>	<u>Station /Channel</u>
California	
Eureka	KEET/13
Fresno	KVPT/18
Huntington Beach	KOCE/50
Los Angeles	KCET/28
Los Angeles	KLCS/58
Redding	KIXE/9
Rohnert Park	KRCB/22
Sacramento	KVIE/6
San Bernardino	KVCR/24
San Diego	KPBS/15
San Francisco	KQED/9
San Jose	KTEH/54
San Mateo	KCSM/60
Colorado	
Broomfield/Denver	KBDI/12
Denver	KRMA/6
Grand Junction	KRMJ/18
Pueblo	KTSC/8
Connecticut	
Fairfield	WEDW/49
Hartford	WEDH/24
New Haven	WEDY/65
Norwich	WEDN/53
Delaware	
Seaford	WDPB/64
District of Columbia	
Washington	WETA/26
Washington	WHUT/32

– more –

Location**Station /Channel****Florida**

Daytona Beach	WCEU/15
Fort Myers	WGCU/30
Gainesville	WUFT/5
Jacksonville	WJCT/7
Miami	WLRN/17
Miami	WPBT/2
Orlando	WMFE/24
Panama City	WFSG/56
Pensacola	WSRE/23
Tallahassee	WFSU/11
Tampa	WEDU/3
Tampa	WUSF/16
West Palm Beach	WXEL/42

Georgia

Athens/Atlanta	WGTV/8
Atlanta	WPBA/30
Chatsworth/Dalton	WCLP/18
Cochran	WDCO/15
Columbus	WJSP/28
Dawson	WACS/25
Pelham	WABW/14
Savannah	WVAN/9
Waycross	WXGA/8
Wrens	WCES/20

Guam

Agana	KGTF/12
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Hawaii

Honolulu	KHET/11
Wailuku	KMEB/10

Idaho

Boise	KAID/4
Coeur d'Alene	KCDT/26
Moscow	KUID/12
Pocatello	KISU/10
Twin Falls	KIPT/13

<u>Location</u>	<u>Station /Channel</u>
Illinois	
Carbondale	WSIU/8
Charleston	WEIU/51
Chicago	WTTW/11
Chicago	WYCC/20
Jacksonville	WSEC/14
Macomb	WMEC/22
Moline	WQPT/24
Olney	WUSI/16
Peoria	WTVP/47
Quincy	WQEC/27
Urbana	WILL/12
Indiana	
Bloomington	WTIU/30
Evansville	WNIN/9
Fort Wayne	WFWA/39
Indianapolis	WFYI/20
Merrillville	WYIN/56
Muncie	WIPB/49
South Bend	WNIT/34
Vincennes	WVUT/22
Iowa	
Council Bluffs	KBIN/32
Davenport	KQCT/36
Des Moines	KDIN/11
Fort Dodge	KTIN/21
Iowa City	KIIN/12
Mason City	KYIN/24
Red Oak	KHIN/36
Sioux City	KSIN/27
Waterloo	KRIN/32
Kansas	
Bunker Hill	KOOD/9
Dodge City	KDCK/21
Lakin	KSWK/3
Topeka	KTWU/11
Wichita	KPTS/8

<u>Location</u>	<u>Station /Channel</u>
Kentucky	
Ashland	WKAS/25
Bowling Green	WKGB/53
Bowling Green	WKYU/24
Covington	WCVN/54
Elizabethtown	WKZT/23
Hazard	WKHA/35
Lexington	WKLE/46
Louisville	WKMJ/68
Louisville	WKPC/15
Madisonville	WKMA/35
Morehead	WKMR/38
Murray	WKMU/21
Owensboro	WKOH/31
Owenton	WKON/52
Paducah	WKPD/29
Pikeville	WKPI/22
Somerset	WKSO/29
Louisiana	
Alexandria	KLPA/25
Baton Rouge	WLPB/27
Lafayette	KLPB/24
Lake Charles	KLTL/18
Monroe	KLTM/13
New Orleans	WLAE/32
New Orleans	WYES/12
Shreveport	KLTS/24
Maine	
Bangor	WMEB/12
Calais	WMED/13
Lewiston	WCBB/10
Portland	WMEA/26
Presque Isle	WMEM/10
Maryland	
Annapolis	WMPT/22
Baltimore	WMPB/67
Frederick	WFPT/62
Hagerstown	WWPB/31
Oakland	WGPT/36
Salisbury	WCPB/28

<u>Location</u>	<u>Station /Channel</u>
Massachusetts	
Boston	WGBH/2
Boston	WGBX/44
Springfield	WGBY/57
Michigan	
Alpena	WCML/6
Bad Axe	WDCP/35
Cadillac	WCMV/27
Detroit	WTVS/56
East Lansing	WKAR/23
Flint	WFUM/28
Grand Rapids	WGVU/35
Kalamazoo	WGVK/52
Manistee	WCMW/21
Marquette	WNMU/13
Mount Pleasant	WCMU/14
University Center	WDCQ/19
Minnesota	
Appleton	KWCM/10
Austin	KSMQ/15
Bemidji	KAWE/9
Brainerd	KAWB/22
Duluth	WDSE/8
St. Paul/Minneapolis	KTCA/2
St. Paul/Minneapolis	KTCI/17
Worthington	KSMN/20
Mississippi	
Biloxi	WMAH/19
Booneville	WMAE/12
Bude	WMAU/17
Greenwood	WMAO/23
Jackson	WMPN/29
Meridian	WMAW/14
Mississippi State	WMAB/2
Oxford	WMAV/18

<u>Location</u>	<u>Station /Channel</u>
Missouri	
Joplin	KOZI/26
Kansas City	KCPT/19
St. Louis	KETC/9
Sedalia	KMOS/6
Springfield	KOZK/21
Montana	
Bozeman	KUSM/9
Missoula	KUFM/11
Nebraska	
Alliance	KTNE/13
Bassett	KMNE/7
Hastings	KHNE/29
Lexington	KLNE/3
Lincoln	KUON/12
Merriman	KRNE/12
Norfolk	KXNE/19
North Platte	KPNE/9
Omaha	KYNE/26
Nevada	
Las Vegas	KL VX/10
Reno	KNPB/5
New Hampshire	
Durham	WENH/11
Keene	WEKW/52
Littleton	WLED/49
New Jersey	
Camden	WNJS/23
Montclair	WNJN/50
New Brunswick	WNJB/58
Trenton	WNJT/52
New Mexico	
Albuquerque	KNME/5
Las Cruces	KRWG/22
Portales	KENW/3

– more –

Location**Station /Channel****New York**

Binghamton	WSKG/46
Brooklyn	WNYE/25
Buffalo	WNED/17
Buffalo	WNEQ/23
Garden City	WLIW/21
New York	WNET/13
Norwood	WNPI/18
Plattsburgh	WCFE/57
Rochester	WXXI/21
Schenectady	WMHT/17
Syracuse	WCNY/24
Watertown	WPBS/16

North Carolina

Asheville	WUNF/33
Chapel Hill	WUNC/4
Charlotte	WTVI/42
Columbia	WUND/2
Concord	WUNG/58
Greenville	WUNK/25
Jacksonville	WUNM/19
Linville	WUNE/17
Lumberton	WUNU/31
Roanoke Rapids	WUNP/36
Wilmington	WUNJ/39
Winston-Salem	WUNL/26

North Dakota

Bismarck	KBME/3
Dickinson	KDSE/9
Ellendale	KJRE/19
Fargo	KFME/13
Grand Forks	KGFE/2
Minot	KSRE/6
Williston	KWSE/4

<u>Location</u>	<u>Station /Channel</u>
Ohio	
Akron	WEAO/49
Alliance	WNEO/45
Athens	WOUB/20
Bowling Green	WBGU/27
Cambridge	WOUC/44
Cincinnati	WCET/48
Cleveland	WVIZ/25
Columbus	WOSU/34
Dayton	WPTD/16
Oxford	WPTO/14
Portsmouth	WPBO/42
Toledo	WGTE/30
Oklahoma	
Cheyenne	KWET/12
Eufaula	KOET/3
Oklahoma City	KETA/13
Tulsa	KOED/11
Oregon	
Bend	KOAB/3
Corvallis	KOAC/7
Eugene	KEPB/28
Klamath Falls	KFTS/22
La Grande	KTVR/13
Medford	KSYS/8
Portland	KOPB/10
Pennsylvania	
Allentown/Bethlehem	WLVT/39
Erie	WQLN/54
Harrisburg	WITF/33
Philadelphia/Wilmington	WHYY/12
Pittsburgh	WQED/13
Pittsburgh	WQEX/16
Pittston/Scranton	WVIA/44
University Park	WPSX/3

<u>Location</u>	<u>Station /Channel</u>
Puerto Rico	
Fajardo	WMTJ/40
Mayaguez	WIPM/3
Ponce	WQTO/26
San Juan	WIPR/6
Rhode Island	
Providence	WSBE/36
South Carolina	
Allendale	WEBA/14
Beaufort	WJWJ/16
Charleston	WITV/7
Columbia	WRLK/35
Conway	WHMC/23
Florence	WJPM/33
Greenville	WNTV/29
Greenwood	WNEH/38
Rock Hill	WNSC/30
Spartanburg	WRET/49
Sumter	WRJA/27
South Dakota	
Aberdeen	KDSD/16
Brookings	KESD/8
Eagle Butte	KPSD/13
Lowry	KQSD/11
Martin	KZSD/8
Pierre	KTSD/10
Rapid City	KBHE/9
Sioux Falls	KCSD/23
Vermillion	KUSD/2
Tennessee	
Chattanooga	WTCI/45
Cookeville	WCTE/22
Knoxville	WKOP/15
Knoxville	WSJK/2
Lexington	WLJT/11
Memphis	WKNO/10
Nashville	WDCN/8

Location**Station /Channel****Texas**

Amarillo	KACV/2
Austin	KLRU/18
College Station	KAMU/15
Corpus Christi	KEDT/16
Dallas	KERA/13
Denton	KDTN/2
El Paso	KCOS/13
Harlingen	KMBH/60
Houston	KUHT/8
Killeen	KNCT/46
Lubbock	KTXT/5
Odessa	KOCV/36
San Antonio	KLRN/9
Waco	KCTF/34

Utah

Provo	KBYU/11
Salt Lake City	KUED/7

Vermont

Burlington	WETK/33
Rutland	WVER/28
St. Johnsbury	WVTB/20
Windsor	WVTA/41

Virgin Islands

St. Thomas	WTJX/12
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Virginia

Charlottesville	WHTJ/41
Falls Church	WNVT/53
Front Royal	WVPY/42
Harrisonburg	WVPT/51
Marion	WMSY/52
Norfolk	WHRO/15
Norton	WSBN/47
Richmond	WCVE/23
Richmond	WCVW/57
Roanoke	WBRA/15

<u>Location</u>	<u>Station /Channel</u>
Washington	
Centralia	KCKA/15
Pullman	KWSU/10
Richland	KTNW/31
Seattle	KCTS/9
Spokane	KSPS/7
Tacoma	KBTC/28
Yakima	KYVE/47
West Virginia	
Beckley	WSWP/9
Huntington	WPBY/33
Morgantown	WNPB/24
Wisconsin	
Green Bay	WPNE/38
La Crosse	WHLA/31
Madison	WHA/21
Menomonie	WHWC/28
Milwaukee	WMVS/10
Milwaukee	WMVT/36
Park Falls	WLEF/36
Wausau	WHRM/20
Wyoming	
Riverton/Lander	KCWC/4

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PBS: THE NEXT 30 YEARS

PBS enters the 21st century aggressively developing new avenues for pursuing its unique public-service mission — to advance education, culture and citizenship by supporting the work of its 348 member stations.

As many Americans decry the degradation of popular culture and the media environment undergoes rapid change, public television's non-commercial mission is more vital than ever before. To meet the challenge, PBS is evolving into a multi-media institution that extends the value of its programs beyond the screen via the Internet, video, books, records and educational outreach efforts.

In the future, the boundary between television and online will blur. The television signal will be broadcast in the same digital language used by computers, carrying text, audio and animation in addition to the program itself. Television and the computer will be collaborators, not competitors.

With a 30-year track record of providing all Americans with "television at its best" and a history of leadership in new television technology, PBS and its member stations are perfectly positioned for this new era of convergence — the blending of computer and television into a new medium. As a leading pioneer in digital television (DTV), PBS and its member stations are the only broadcast entities that will use this technology to pursue a public-service mission.

— more —

Advancing boldly into its fourth decade, today's PBS is a growing, questing, changing, venturesome enterprise that offers Americans the highest-quality entertainment and education wherever they are — at home, at school, in libraries and daycare centers, online and in cultural institutions.

PROGRAMMING: FOR THE NEW CENTURY

PBS enters the new century with an unparalleled pipeline of diverse and exciting programming. The Winter/Spring 2000 season includes *THE AMERICAN PRESIDENT*, a series depicting presidents through their speeches, diaries, letters and memoirs; the preschool series, *BETWEEN THE LIONS*; *SECRETS OF LOST EMPIRES II*, a five-part look at extraordinary achievements by ancient cultures; *JOURNEY INTO AMAZONIA*, a series exploring the riches and many paradoxes of the rain forest; and *THE AMERICAN EXPERIENCE*: "Eleanor Roosevelt," a fresh, in-depth examination of the public and private evolution of an American legend.

The Fall 2000 slate includes *JAZZ*, Ken Burns' exploration of the quintessential American art form, *MOBIL MASTERPIECE THEATRE*'s "The American Collection," a new domestic drama series, *ON OUR OWN TERMS: MOYERS ON DYING IN AMERICA* and the preschool series, *CAILLOU*.

Winter/Spring 2001 features David Grubin's *A HOUSE DIVIDED: ABRAHAM AND MARY TODD LINCOLN*, a look at the life and times of President Lincoln through the prism of his relationship with his wife, Mary Todd, and Ken Burns' *MARK TWAIN*, a historical biography of the American novelist, humorist and short story writer.

In addition to these productions, PBS also will act as an incubator to bring local television productions to the national schedule. Working in tandem with talented local producers, PBS will offer viewers the best variety of diverse programming from across America.

PBS also will facilitate more local companion programs in which PBS member stations serve their communities by using national programs as springboards for developing complementary local productions. For example, many stations will produce local candidate debates to air in conjunction with a national debate between congressional leaders in Fall 2000.

PBS KIDS: PARENTS TRUST IT AND KIDS LOVE IT

The digital television signal's capacity for more information will enable PBS to broaden its programming and services for children.

PBS KIDS — a three-year, \$125 million initiative that will strengthen PBS stations' position as the pre-eminent source of education and entertainment for young viewers — was launched in 1999. PBS KIDS includes a 25 percent increase in children's program funding that will enable the introduction of a major new kids series each season:

- This fall, PBS stations premiered DRAGON TALES, an innovative animated series from Children's Television Workshop and Columbia TriStar Television Group, funded in significant part by the Corporation for Public Broadcasting (CPB). DRAGON TALES helps children confront life's problems.
- In Spring 2000, WGBH Boston's BETWEEN THE LIONS, another CPB-funded series, will premiere with a mix of music, stories, animation, live-action and puppetry. This series is designed to motivate and teach kids to read.
- In Fall 2000, CAILLOU, a production of CINAR, demonstrates how the first experiences of life can be perceived with wonder and a sense of discovery.

PBS also has partnered with Nelvana to produce six new children's series based on popular titles from such noted authors as Maurice Sendak, Rosemary Wells, Don Freeman and

William Joyce. PBS will distribute these programs as a weekend block starting in Fall 2000. At least two of the six series will later become part of the daily schedule of the PBS KIDS Ready to Learn Service. The total production commitment is approximately \$40 million, the largest children's programming deal in PBS history.

In September 1999, nearly a dozen PBS stations launched the around-the-clock PBS KIDS CHANNEL, with at least ten additional stations set to use the service by January 2000. The channel features PBS titles that set the standard in children's programming, including the three most popular pre-school programs on television: ARTHUR, BARNEY & FRIENDS and TELETUBBIES. Also included is the new program DRAGON TALES, along with such PBS favorites as MISTER ROGERS' NEIGHBORHOOD, NODDY, READING RAINBOW, THEODORE TUGBOAT, WIMZIE'S HOUSE, WISHBONE, ZOBOOMAFOO and ZOOM.

PBS KIDS ONLINE will continue to expand one of the most extensive and popular children's destinations on the Web. Each month, more than one million parents and children turn to PBS KIDS ONLINE — the safe, educational and fun haven on the Internet. PBS KIDS ONLINE will re-launch in early 2000.

The Ready to Learn Service (RTL)

PBS and its member stations deliver far more than just kids television. Their unique local-national presence and commitment to public service lead them to reach parents and children beyond the screen, making a greater impact on people's lives.

The PBS Ready to Learn Service (RTL) is an excellent example. Funded by the U.S. Department of Education and the Corporation for Public Broadcasting, RTL takes PBS' award-winning children's programming and combines it with a multitude of off-air materials,

including community-based workshops by local PBS stations. The goal is to use PBS programming to help pre-school children become better prepared for school — to become, in the words of the noted educator Dr. Ernest Boyer, “ready to learn.”

While continuing to develop strong children’s programming, PBS and its member stations will expand RTL as a primary source for adult learning about children’s care and education. RTL has the potential to become *the* national conduit for educating families and communities about the best practices for children.

RTL has ambitious expansion plans for 2000 and beyond:

- Addressing a major national concern, in February 2000, PBS will initiate a long-term anti-violence project to help children and parents resolve conflict peacefully. Nearly every children’s show aired during a special week will present episodes that teach kids how to deal with conflicts in positive ways. New on-air messages will be produced and local RTL stations will offer parents and child-care providers new training materials and videos focusing on conflict resolution skills.
- PBS will expand outreach and training efforts to educate more parents, teachers and caregivers.
- Workshop subjects will expand to cover diversity and health/wellness in addition to reading, media literacy and conflict resolution.
- A series on parenting will be developed, and more parenting tips will air during program breaks. To support onsite workshops, new video, print and online materials for parents will be created.
- Professional development resources for early childhood teachers will be developed. Collaborating with other organizations, RTL will create a national technology certificate program for early childhood educators.
- RTL will initiate pilot programs demonstrating ways to combine children’s programming and adult education. These pilots will be placed in low-income areas around the country with the goal of being fully accessible to all RTL stations within five years.

DIGITAL LEADERSHIP FOR PUBLIC SERVICE

As the new millennium approaches, television inaugurates a new digital age. The Federal Communications Commission has mandated that all television stations convert from today's analog standard, which has been in place for nearly 60 years, to broadcasting a signal in the same digital language used by computers. With its ability to transmit exponentially more information, the digital signal has already begun to transform the medium's potential.

New Channels

In the digital era, PBS and its member stations are exploring new, diverse distribution platforms that can maximize the impact of their programs. The opportunities are vast and dynamic.

PBS currently provides two fully packaged channels. The PBS KIDS CHANNEL, launched in September 1999, provides PBS' renowned children's programs 24 hours a day, seven days a week. The PBS National Satellite Service provides an unencrypted satellite feed of the PBS National Program Service to owners of backyard C-band dishes. That channel is also available to subscribers to the DirecTV, PrimeStar and DISH Network satellite services who live in areas not reached by a local PBS station.

PBS also is exploring the establishment of several other fully packaged channels for its member stations. A lifelong learning channel could provide a place for personal enrichment — a mix of program genres, including how-to, foreign language, parenting skills and educational offerings. A college channel could provide adult learners with a university of the air. Other packaged feeds could spotlight science, history or programs of particular interest to diverse ethnicities.

Enhanced TV

PBS is working closely with Intel and other technology companies to combine the best of TV and the Web as high-speed broadband access and digital television become a reality. PBS and Intel have joined forces to introduce innovative digital programming on a range of platforms, including set-top boxes and PCs, through such means as digital terrestrial broadcasting, cable, digital subscriber lines and direct broadcast satellites.

This fall, PBS will build upon the groundbreaking enhanced TV broadcasts of FRANK LLOYD WRIGHT and ZOBOOMAFOO. In November 1999, PBS will introduce a broadband online complement to — and enhanced DTV version of — WONDERS OF THE AFRICAN WORLD WITH HENRY LOUIS GATES JR. In February 2000, PBS will present digital enhancements to THE GREEKS: CRUCIBLE OF CIVILIZATION, including an extensive Web site and WebTV version

PBS ONLINE — A DIGITAL CHANNEL THAT IS ALWAYS ON

Having won Webby Awards three consecutive years, PBS ONLINE is well established as a top Internet destination. PBS ONLINE won two Webby Awards in 1999, making it one of only five sites to earn accolades from both expert judges and Internet users.

In the mid-1990s, PBS and its member stations recognized the World Wide Web's potential to enhance their public-service mission by providing additional program-related resources and content. PBS ONLINE visitors can find everything from interactive games for kids, video clips, teacher lesson plans, live forums and transcripts to thought-provoking commentaries and articles for adults.

— more —

In addition, more than 180 local PBS stations have established Web sites with their own locally-produced content. These sites are connected within PBS ONLINE — creating a “web within the Web” for public television in the United States.

PBS ONLINE is divided into distinct neighborhoods, such as History, Kids, Science, Technology, Arts and the Online NewsHour, where viewers can learn more about programs and resources for each genre. New content areas planned for late 1999 and 2000 include Home & How-To, Business & Finance and Nature & Wildlife. The home page offers direct links to a rotating list of PBS ONLINE feature Web sites. Users can also find corporate information and a directory of local station contact information directly from the home page.

PBS ONLINE offers Web sites for more than 400 television programs and features more than 85,000 pages of content. It also contains several “Web-original” sites that are created solely as online productions. Reflecting what PBS calls “parallel production,” many major PBS programs launch companion Web sites filled with educational resources and interactive activities.

Nearly 100,000 teachers a month visit PBS TeacherSource. One of the most extensive teacher-oriented sites on the Web, PBS TeacherSource includes more than 1,200 free lesson plans and online activities correlated to more than 40 sets of state and national curriculum standards. This area offers information for educators in all subjects and grade levels, as well as in-depth professional development services for teachers of K-12 math and science.

Web visitors also can sign up for two weekly electronic newsletters — one for general viewers and one for educators — offering the latest information about new PBS ONLINE sites and upcoming television programs. Teachers also can find resources and lesson plans for using PBS television and Web content in the classroom.

PBS ONLINE Relaunch

This fall, PBS is relaunching the site with several new features, including a local-national design that will enable visitors to customize PBS ONLINE content to incorporate program schedules from any of PBS' 348 member stations, station information and local event information. PBS ONLINE will continue to expand opportunities to create local content tied to national PBS series and events, such as the upcoming 2000 election.

The redesigned PBS ONLINE will sport improved aesthetics and easier navigation. Other new features will include breaking news headlines from the Online NewsHour, a more robust search engine, an online auction hub for station fundraising efforts and ten new content aggregation areas.

As PBS gears up for the digital future, PBS ONLINE has become a digital "broadcast" channel — one that is always turned on.

NEW VENTURES: GROWING REVENUES TO FUND EXPANDED SERVICES

PBS has embarked upon an entrepreneurial strategy to bring its content to media consumers wherever they may be. These ventures generate new revenues that enable PBS to invest more in the programming that fuels the institution.

PBS Home Video, which markets PBS programs on videocassette to consumers through direct mail, on-air offers and special retail and mass merchant accounts, will expand into the Digital Video Disk (DVD) market in 2000. Initial DVD offerings will be such major productions as Ken Burns' *BASEBALL*, *THE CIVIL WAR* and *LEWIS & CLARK*, a compilation of presidential biographies from *THE AMERICAN EXPERIENCE*, *THE GREEKS: CRUCIBLE OF CIVILIZATION*, *FRONTLINE*'s "John Paul II: The Millennial Pope," *STEPHEN HAWKINGS' UNIVERSE* and Timothy Ferris' *LIFE BEYOND EARTH*.

PBS VIDEO, the nation's premier educational distributor of public television programming, markets thousands of programs to schools, colleges, libraries and other organizations. Alone among distributors, PBS VIDEO complements its programs with extensive curriculum packages that support learning in the classroom. PBS recently introduced The PBS VIDEO*database* of America's History & Culture, a growing library of more than 300 programs, thousands of educational resources, a printed video index and an online search and retrieval capability. PBS anticipates leasing more than 250 PBS VIDEO*databases* to schools and colleges by the end of FY2000.

PBS Direct comprises direct-to-consumer activities, including more than 14 million PBS Home Video catalogs mailed annually, shopPBS on PBS ONLINE, and a national 800-number in program tune-in ads at the end of many programs broadcast by PBS.

shopPBS is PBS ONLINE's e-commerce site, marketing videos (both for home and educational use), books and records. In January 2000, shopPBS is scheduled to relaunch with new features that will allow customers to check their orders online and maintain a personal profile.

The Adult Learning Service (ALS) will continue to expand its role as the nation's largest distributor of technology-based college credit courses. ALS, in partnership with PBS stations and local colleges, provides distance learning to more than 450,000 adults each year. More than four million students have earned college credit through ALS since it began in 1981; the number of colleges using PBS-distributed telecourses has more than tripled in the past 15 years. Between \$75 million and \$100 million in tuition is generated locally every year from students enrolled in the more than 80 telecourses offered. TeleWEBcourses, which incorporate video, print and online components, will jump from five to a dozen by early 2000.

PBS Licensing partners with producers on consumer product and promotional opportunities, negotiates licensing agreements, creates products and services that meet PBS's high

standards and educational mission, and develops marketing and retail strategies. PBS Licensing also approves use of the PBS and PBS KIDS brands by third parties.

The PBS Sponsorship Group, whose members are PBS and six top-producing stations, solicits underwriting funds from corporations for programs presented by PBS. In its first two years, the Sponsorship Group's income has increased from \$31.2 million in FY1998 to \$65.6 million in FY1999.

On behalf of PBS member stations, PBS Channels provides programming to DirecTV, PrimeStar, the DISH Network and viewers who use backyard satellite dishes. The new PBS KIDS CHANNEL also is being offered to the direct broadcast satellite providers. Additional channels are in various stages of development.

PBS Records, a venture with Warner Bros. Records, fuels the production of PBS performance programs and companion recordings, and presents soundtracks from major PBS nonfiction productions. PBS Records is releasing six new CDs, representing an eclectic mix of musical forms, in late 1999.

PBS Aloft, an in-flight program service, will continue to pursue partnerships with airlines. It is already a fixture on many international and selected domestic flights of US Airways, and an exclusive PBS Aloft Channel is now seen aboard most of United Airlines' international and transcontinental flights and many of its domestic flights.

PBS Books is an anticipated collaboration with a major publisher to develop branded imprints both for PBS Books and PBS Kids Books.

– PBS –

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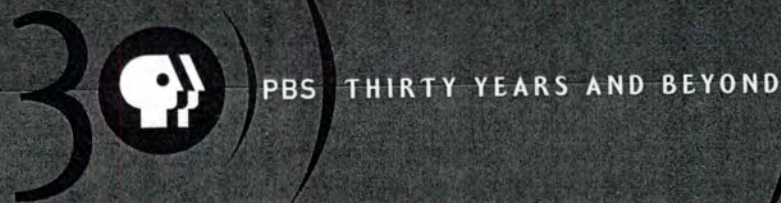
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