

① 3 years ago

① President Bush / Gov.

② 6 GOPs

③ GOP #1
READY TO LEARN

② Carnegie Foundation

① Ready to LEARN
mandate for
new

② KINDERGARTEN
TEACHING

1. Part 1
2. Part 2
3. Part 3
4. Part 4
5. Part 5
6. Part 6
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98. Part 98
99. Part 99
100. Part 100

③ TELEVISION

① Most influential
TRENDS

② 19 million
75 billion hrs

③ Sports / news / science / music / rejected

④ 1000 0000 5705

THE GOP

① NOT ~~SO~~ 'Less Violence'

② MAX LEARN

ELECTRIC CLASSROOM

① LANGUAGE
TECHNOLOGY / HISTORY
CIVIC VIRTUE
LESSONS OF LIFE

MR ROGERS

⑤ RESPONSE

SENATOR Kennedy
PBJ: performing
"DISTINCTIVE
MISSION"
→ Ready to Learn
Cancils
Public Life
of Children

⑥ Congressional SUPPORT

CORPORATE SUPPORT
James Agree

WITH EVERY CHILD WHO
IS BORN - MADE NO MATTER
WHAT CIRCUMSTANCE

Potential
from birth

December 1, 1993

**EXCERPTS FROM REMARKS OF ERVIN S. DUGGAN
AT PBS NEWS CONFERENCE**

- I'm delighted to be taking this post, and I want to thank Governor Baliles and the Board of PBS for the confidence they have expressed in me with this selection.
- PBS and public television have a legacy of greatness and achievement in American television— a proven, 25-year record of unparalleled service to this country. They entertain, they inform, they provide singularly excellent service to children, they are constantly breaking new ground. When I think of the millions of children who sat down over their Cheerios this morning to watch "Sesame Street" or "Barney and Friends," or the millions of adults who will go home tonight to "The MacNeil-Lehrer NewsHour" or to "Nova" or "Frontline," I see an enterprise that is full of promise. It surely can't be lost on anyone, moreover, that Big Bird and Hillary Rodham Clinton graced the cover of TV Guide together two weeks ago.
- If we were to put that promise in crass commercial terms, we might say that PBS is one of television's leading brand names— a known quantity that enjoys tremendously high regard and loyalty. It represents television you can trust. Anyone— anyone— who sought to lead an enterprise with such an established identity, such a firm foundation on which to build, would leap at the chance to do the job that I take on today. If we truly are heading into a 500-channel world of video delivery, then I want the PBS brand name on my side.
- I do not accept the premise, therefore, that I have seen repeatedly expressed in recent news stories about public television: that PBS is an appropriate subject for hand-wringing. I have an entirely different, and much more optimistic, view: I see PBS, and the public television stations it serves, as successful institutions that must renew themselves, like all modern institutions, for a new epoch. In my judgment, public broadcasting is the natural platform upon

① 3 years ago
① PRESENT Bush / Governor
b-GOP
GOAL #1 - Re-Elect in 2000

② Change Form of Govt
② Washington SCOTUS
352

② Re-Elect or Win

③ TELEVISION
NEXT 50 PRESENTS
most INFLUENTIAL JOURNAL
19 mil/m
15 Bill/m hrs

SPONSORSHIP } neglected

④ THE GOAL
not just "Liberal
values"
VALUES OF
CIVIL RIGHTS
DIVERSITY
INTEGRITY
MORE LEARN
STAYING
STAYING
CIVIL RIGHTS

PBS CORP. INFO.

TEL: 1-703-739-8458

Dec 02, 93 16:19 No. 010 P.11



FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON

November 30, 1993

The President
The White House
Washington, D.C. 20500-2000

Dear Mr. President:

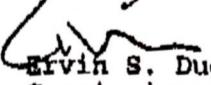
This is to let you know that I am resigning as a Commissioner of the Federal Communications Commission to become President and Chief Executive Officer of the Public Broadcasting Service. I have suggested to FCC Chairman Reed Hundt and to PBS that my resignation take effect on January 31, so that I can be of help to him as he makes his transition at the FCC, and so that you will have time to select my successor.

I leave the Commission with mixed regret and excitement. Few opportunities could be more challenging or exciting than a post at the Commission during this time of change and progress in telecommunications--- and few government agencies, surely, can match the competence and devotion of the people here. I regret leaving now for another reason as well: Ever since meeting you at the Harrimans' more than a decade ago, I have felt that you were marked for special national leadership. Getting to know you and Mrs. Clinton at Hilton Head on New Years' weekends over the succeeding years strengthened that conviction, and your first year in office has vindicated it. I have enjoyed being in government during the inaugural year of the Clinton-Gore era, and I will miss continuing under the leadership of your strong and capable new Chairman.

The opportunity now before me, however, is too exciting to resist: to continue in significant public service as the leader of a national institution with much promise for our fellow citizens. For 25 years, public television has grown and flourished and enriched the nation; I want to help it grow, flourish and contribute to a new generation.

Julia joins me in my thanks, my warm wishes--- and in a pledge of continued loyalty and friendship as you continue the great adventure of the Clinton-Gore years.

Most sincerely,


Ervin S. Duggan
Commissioner

⑤ Seminar (BRIEF)

PBS = Review or Lesson

Paraphrase

Public use of CHILD

⑥ Graphic Sys

⑦ June Page

Card

PBS CORP. INFO.

TEL: 1-703-739-8458

Dec 02, 93 16:18 No. 010 P.10

THE WHITE HOUSE
WASHINGTON

November 30, 1993

The Honorable Ervin S. Duggan
Commissioner
Federal Communications Commission
1919 N Street, N.W.
Washington, D.C. 20554

Dear Ervin:

I accept your resignation with regret, but with warm wishes for the future. While at the Commission, you have been an effective advocate for the public interest. Your work with your colleagues to encourage competition and new technologies in telecommunications has been important to the nation. And throughout, you have held up a vision of what television and other media can be: civilizing and humanizing influences that help advance citizenship and culture.

As you move to another level of leadership as President and CEO of the Public Broadcasting Service, Hillary and I extend our congratulations. We are long-time supporters of public broadcasting and look forward to your success in this new endeavor.

Sincerely,

Bill Clinton

John Podesta

John Podesta