



## HISPANIC ASSOCIATION ON CORPORATE RESPONSIBILITY

### BOARD OF DIRECTORS

American GI Forum  
(AGIF)

ASPIRA Association, Inc.

Congressional Hispanic  
Caucus Institute  
(CHCI)

Cuban American  
National Council  
(CNC)

Hispanic Association of  
Colleges and Universities  
(HACU)

League of United  
Latin American Citizens  
(LULAC)

MANA, A National  
Latina Organization

MENT6R, The National  
Hispanic Employee  
Association

National Association  
of Hispanic Publications  
(NAHP)

National Council of La Raza  
(NCLR)

National Puerto  
Rican Coalition  
(NPRC)

SER  
Jobs For Progress  
National, Inc

U.S. Hispanic  
Chamber of Commerce  
(USHCC)

### HACR

1444 I Street N.W.  
Suite 850  
Washington, DC 20005

Tel (202) 835-9672  
Fax (202) 457-0455

<http://www.hacr.org>

April 5, 2007

Paula Kerger  
President and CEO  
Public Broadcasting Service  
2100 Crystal Drive  
Arlington, VA 22202-3785

Dear Ms. Kerger,

On behalf of the members of the Board of Directors of the Hispanic Association on Corporate Responsibility, I am writing to urge you to ensure that the documentary on World War II produced by Ken Burns does not air on PBS and its affiliate stations. This seven-part production fails to accurately reflect the sacrifice, contributions and experience of Americans of Hispanic descent during one of our nation's most critical historic periods.

Showing this inaccurate documentary to PBS' large audience will cause irreparable harm to a proud and patriotic community of over 45 million Hispanic Americans. With 90% of your viewing audience being non-Hispanic, millions of Americans will be given the wrong impression that Hispanics were not on the battlefield, did not participate in homeland war relief and support efforts, and are not patriotic defenders of the United States of America's democratic values and principles.

It is inconceivable that during his six years of research Mr. Burns found no evidence of Hispanic American contributions that merited inclusion in his documentary. This factually inaccurate representation was not just a mere omission; it required a decision by Mr. Burns to ignore the contributions of Hispanics, and further reflects the bias he has shown against Hispanics in his past documentaries. This documentary makes it appear that Hispanics were absent from this great conflict, and the accompanying book which will be sold to the public and distributed to our schools will further escalate this egregious misrepresentation our nation's history.

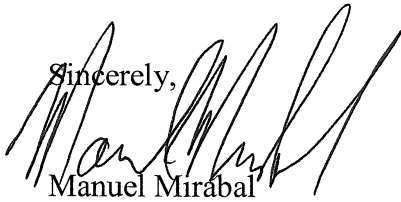
It was unfortunate that PBS's original rejection of the concerns raised by Hispanic historians and veterans echoed that of Mr. Burns. PBS' original response reflected an air of arrogance when it was confronted with criticism which challenged its reputation. Unfortunately this type of attitude is still present within many similarly well-established mainstream media entities, yet we would hope to hold PBS to a higher standard. This was a missed opportunity to acknowledge an overarching concern that many have voiced over the years; that PBS needs to take a hard look at its current structure, diversity, and inclusion policies. PBS' poor record in these areas is disturbing, and as a publicly funded institution, it is unacceptable.

At our recent meeting you stated that PBS had reconsidered its position and had agreed to provide the Congressional Hispanic Caucus with a plan to address our demands that Mr. Burns' inaccurate documentary be corrected. While we wait to learn the details of what PBS will do to address our concerns, we encourage you to use this controversy to explore PBS' internal structure and operating culture, and to implement systemic changes that will ensure that its programming properly serves and enhances the quality of life, and reflects the diversity of America.

With a weekly viewing audience of 50 million households and generous tax-payer funded support, PBS has a unique responsibility to ensure that its programming accurately represents our history and serves as a resource for all Americans.

We look forward to reviewing your response.

Sincerely,



Manuel Mirabal

Chair of the Board

Hispanic Association on Corporate Responsibility

CC: Carlos Orta, President and CEO HACR

Alma Morales-Riojas, Vice Chair HACR

Lupita Colmenero, Secretary, HACR

Ronald Blackburn Moreno, Treasurer, HACR

Antonio Morales, National Commander, American GI Forum

Honorable Joe Baca, Chair Congressional Hispanic Caucus

Honorable Ciro Rodriguez, Chair Veterans Task Force, Congressional Hispanic Caucus

Honorable Luis Fortuño, Chair Congressional Hispanic Conference

Honorable Ken Salazar, Co-Chair Senate Democratic Hispanic Task Force

Honorable Robert Menendez, Co-Chair Senate Democratic Hispanic Task Force

Honorable Mel Martinez, U.S. Senator