



March 2, 2007

Mr. Rafeael Olmeda
President
Mr. Iván Román
Executive Director
National Association of Hispanic Journalists
1000 National Press Building
529 14th Street, NW
Washington, DC 20045-2001

Dear Mr. Olmeda and Mr. Román:

Thank you for sharing your thoughts regarding the upcoming series THE WAR. We welcome the opportunity to explain the content of the film.

For this particular project, the producers set out to tell the events of World War II through the intimate stories of a handful of individuals drawn mostly from four small American towns. Through the eye witness accounts of those who experienced combat and their families and friends left behind on the home front, THE WAR attempts to portray a human experience of war. As a result, millions of stories are not explored in the film, which is not, and never was intended to be, the definitive history of the Second World War.

PBS has presented many films on World War II. Ken Burns and Lynn Novick's film is one compelling view of this far-reaching event. We also believe no single film can begin to cover the enormity of the Second World War; thus PBS will continue to present other documentaries on this subject and seek out important untold stories by other filmmakers.

To capture and record individual stories on the local level, PBS, the Corporation for Public Broadcasting and public television stations nationwide have spent more than a year planning one of the largest community engagement and education outreach initiatives in its history to accompany the national airing of THE WAR. The project will include grants to member stations in all 50 states to produce local companion programs and a broad range of other activities. The goal from the beginning has been to ensure that THE WAR resonates beyond the four featured communities by providing many more people with an opportunity to share their stories. PBS will review the locally produced content, and the highest-quality programs that tell World War II stories with broad appeal will be considered for distribution to PBS stations nationwide.

It is unfortunate that a misunderstanding about the intent and structure of this series has caused apprehension. On March 6, Ms. Kerger, PBS Board Member Lionel Sosa, Chief Executive Officer of the Mexicans and Americans Thinking Together (MATT) Foundation, and PBS Chief Content Officer John Boland are scheduled to meet with Dr. Rivas-Rodriguez, Gus Chavez, former Director of San Diego State University's Educational

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Opportunity Program; and Marta Garcia, Chair of the Executive Board of the National Hispanic Media Coalition. We hope that this conversation will help to answer concerns about THE WAR.

Sincerely,

A handwritten signature in black ink that reads "Lea Sloan". The signature is fluid and cursive, with a long horizontal line extending from the end of the name.

Lea Sloan

Vice President, Communications

cc: Ken Burns, Florentine Films
Sonny Mehta, Chairman and Editor-in-Chief, Knopf Publishing Group
G. Richard Wagoner, Jr., GM Chairman and Chief Executive Officer,
General Motors Corporation
Lily Endowment Inc., Grant Services Office
Bruce Cole, Chairman, National Endowment for the Humanities
Rebecca W. Rimel, President and CEO, Pew Charitable Trusts
Dr. Jonathan T. Howe, Executive Director, The Arthur Vining Davis Foundations
Rachel Longaberger Stukey, president, The Longaberger Foundation
Park Foundation, Inc.
Maggie Rivas-Rodriguez, Associate Professor, School of Journalism,
University of Texas at Austin