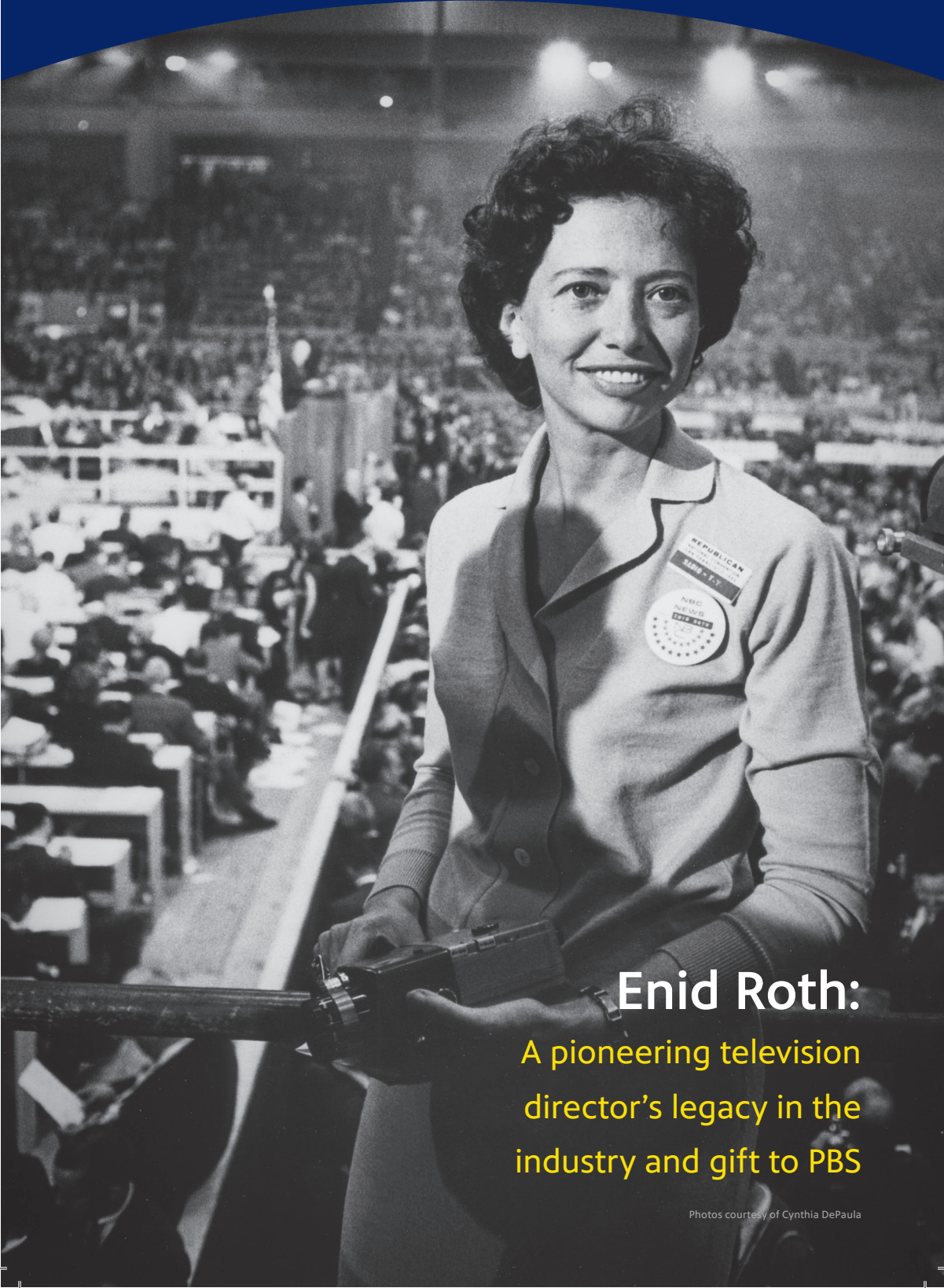


CONTRIBUTOR



Enid Roth:

A pioneering television
director's legacy in the
industry and gift to PBS

THE PBS FOUNDATION

The PBS Foundation was established in 2004 to secure extraordinary gifts to support the work of PBS at the national level and to benefit and enhance the system as a whole.

Paula A. Kerger
President & CEO, PBS

Brian Reddington
Executive Director,
PBS Foundation

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Your tax-deductible contribution will help PBS to continue creating content that educates, informs and inspires all Americans now and for generations to come. To learn more about the ways you can help PBS, including gifts of stock, bequests, trusts, and other forms of giving, please contact Brian Reddington, Executive Director at:

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A message from the President

All children deserve the chance to reach their full potential. That's why we use our platforms to open worlds of possibilities for children across America. Alongside our engaging characters, kids learn lessons that last a lifetime. And our work extends beyond the screen, with free educational resources for teachers and parents that make any time learning time.

In this issue, we're pleased to spotlight the work being done by our PBS LearningMedia team, which provides educators and caretakers free, age-appropriate learning content aligned to state educational standards. And you can learn even more through our popular PBS KIDS for Parents website, which is now available in both English and Spanish.

Many other exciting things are in the works at PBS, including new initiatives to support and encourage diverse storytellers and makers. You can read about those and other developments in this issue along with an inspirational profile of a generous PBS donor, Enid Roth. Thank you for your friendship and for your continued support of PBS.

Sincerely,
Paula Kerger

President & CEO, PBS
President, PBS Foundation

PBS congratulates all our award-winning producers

PBS programs received four Alfred I. duPont Columbia University Awards in 2022, more than any other organization, further solidifying our role as a trusted destination for journalism and documentaries.

The GLAAD Media Awards, which honor media with accurate and inclusive representation, nominated four PBS programs including "Cured" from INDEPENDENT LENS and "Pier Kids" from POV.

The NAACP nominated "How It Feels to Be Free" from AMERICAN MASTERS in the Outstanding Documentary category for its annual Image Awards.

PBS programs received 14 Peabody Award nominations, more than any other network.

PBS was named the most trusted media organization for the 19th year in a row.



INDEPENDENT LENS
"Cured"

Courtesy of Kay Tobin via
Manuscripts & Archives Division,
The New York Public Library



AMERICAN MASTERS
"How It Feels To Be Free"

Courtesy of Michael Ochs
Archives via Getty Images



POV
"Pier Kids"

Courtesy of Elegance Bratton



PBS provides learning resources for children, caretakers, and educators

Because every child deserves access to high-quality educational opportunities, PBS resources are available for free on TV and across digital platforms. Over the course of a year, more than 60% of all kids age 2-8—or 16 million children—watch PBS. Most importantly, research demonstrates that PBS KIDS content moves the needle in helping children build the skills they need to succeed in school and life—with kids in low-income communities often making the greatest gains.

PBS LearningMedia

Now in its 10th year, PBS LearningMedia served as a critically important resource during the COVID-19 pandemic, offering tens of thousands of online learning resources aligned to state and national standards at a time when students and educators needed them most.

“As a proud mother, and also as the daughter of a public-school teacher, I am passionate about supporting both teachers and students,” said Lori Brittain, Vice President of PBS LearningMedia. “I am honored to lead the talented PBS LearningMedia team and partner with public media stations across the system.” Currently, this free, easily accessible service receives 1.5 million unique visitors each month, offering contextualized lesson plans, games, and interactive resources for students and teachers in pre-kindergarten through 12th grade.

Kindergarten Readiness

PBS KIDS takes a whole-child approach to preparing children for kindergarten, offering media that supports key developmental areas — from communication and critical thinking skills to literacy and STEM (science, technology, engineering and math) learning.

◀ Premiering in 2023, **WORK IT OUT WOMBATS!** teaches computational thinking to preschoolers, using the design process, sequencing, debugging, and other key elements of computational problem-solving.

PBS KIDS for Parents

The PBS KIDS for Parents website, now available in Spanish, offers insightful advice from child development experts, hands-on activities for children and families, and a suite of apps and online games.

PBS Teachers Lounge

As a complement to PBS LearningMedia, the PBS Teachers Lounge is a resource for teachers offering professional development, technology tips, blog posts by and for teachers, and other tools for the classroom.



The PNC Foundation Supports Lifelong Learning

The PBS LearningMedia team is pleased to partner with the PNC Foundation and the PNC Grow Up Great® initiative to create a new collection of free bilingual learning resources exploring the changing seasons. Field-tested by early education teachers, these classroom-ready lessons teach science, engineering, math, and art with PBS KIDS media clips, activities, articles, and crafts.

The Changing Seasons collection aligns with the mission of PNC Grow Up Great® to help children from birth to age five develop a passion for learning that lasts a lifetime. “The collaboration with PNC Grow Up Great and PBS Foundation has provided countless educators access to free high-quality resources,” said Sally McCrady, Chair and President of the PNC Foundation. “We are thrilled to be part of such a meaningful initiative with significant impact.”



New PBS initiatives help sustain diverse creators within the public media system

PBS is pursuing several additional efforts to deepen public television's commitment to diverse storytellers—both in front of and behind the camera.

These include an early-career filmmaker mentorship program, an executive fellowship program, and a partnership with Firelight Media to support diverse mid-career filmmakers. Firelight Media is renowned for producing documentary films, supporting filmmakers of color, and cultivating audiences for their work.

As part of the partnership with Firelight Media, PBS will hold an open call for filmmakers to submit projects focused on underrepresented people and topics for potential funding. PBS has also made a \$3.6 million commitment in support of Firelight Media's William Greaves Fund, an initiative that focuses on mid-career filmmakers from diverse backgrounds. The fund is designed to address the persistent structural challenges many filmmakers face after producing their first films, so that they can remain in the field.

PBS continues to offer more diverse content—and collaborate with more diverse creators—than any other broadcast network. However, to fully reflect and

represent the broad diversity of America, PBS is committed to building on this foundation.

“Sharing stories that reflect the full range of the American experience is core to PBS’s work, and these initiatives are another example of PBS’s commitment to amplifying diverse stories and perspectives.”

Sylvia Bugg,
PBS Chief Programming Executive
and General Manager,
General Audience Programming

These initiatives were made possible by major philanthropic gifts. Visit pbs.org/foundation to learn more about how your foundation's support can have a transformational impact on the PBS system.



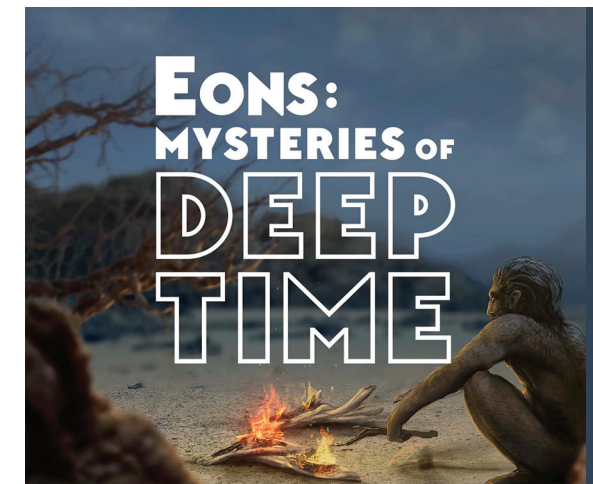
PBS Digital Studios announces first podcasts

IT'S LIT! [Unabridged] and EONS: MYSTERIES OF DEEP TIME are available to stream now wherever you listen to podcasts.



IT'S LIT! [UNABRIDGED]

Following the success of PBS Digital Studios' hit series, IT'S LIT! [Unabridged] explores the world of literature, criticism, and publishing with host Princess Weekes. The podcast features lively conversations with authors discussing their own work and influential novels, with a focus on highlighting the work of diverse writers.



EONS: MYSTERIES OF DEEP TIME

Pairing the science and storytelling of PBS EONS with an immersive audio experience, EONS: MYSTERIES OF DEEP TIME digs into the past and explores the greatest mysteries of natural history, from the dawn of the dinosaurs to the mysteries of the La Brea tar pits in modern downtown Los Angeles.



After a career in broadcast news directing, Roth's estate will support the important work of programs including the PBS NewsHour. (Photos courtesy of Cynthia DePaula)

Enid Roth: A PBS donor and pioneering television director

When it comes to breaking through the glass ceiling, some people knock on the glass politely, while others, like Enid Roth, show up with a sledgehammer. “She never, ever, ever let a hint of an opportunity get past her,” said Cynthia DePaula, Roth’s longtime friend. “Enid had broken that glass ceiling years before that phrase was even coined.”

Persistent from the start, Roth funded her own college education at Syracuse University, studying journalism and working at the college’s radio station against her father’s wishes. In 1950, she began what would become a 40-year career in television with a secretarial job at CBS and a salary of \$45 a week. A year later, Roth caught

wind that NBC paid \$70 a week with better chances for promotion, and decided to sign on there instead, eventually becoming the associate director and then director of NBC’s local news.

Roth directed coverage of space launches in Houston and Cape Canaveral; variety shows such as “Hullabaloo,” “The Perry Como Show,” and “The Steve Allen Show;” and every political convention until her retirement in 1994. And as a woman in a field still dominated by men, she achieved a host of firsts including being the first known woman to direct a live televised football game and one of the first women to hold elected office in the Directors Guild of America.

In the early 1970s, several of Roth’s friends were summering on Long Island, and she decided to build her own summer house in Amagansett, New York. The difficulty began when she went to the bank to request approval for a mortgage: as a single woman she was ineligible for one, regardless of her employment status or income. “Here she was making a great salary,” said DePaula, “she thought, ‘This is ridiculous. I don’t



need a husband, I need a mortgage.” Ever intrepid, Roth realized that she would soon be directing an otherwise unrelated news segment involving a group of bankers. She hatched a plan.

Roth directed and filmed the piece as planned, but after getting all her necessary footage, she instructed the cameras to keep filming the group of bankers. She then grabbed the microphone and told them her story: her plans to build a house, her good salary and career standing, and the banks’ sexist lending restrictions. “When it was over, five bankers walked over and gave her their business cards,” said DePaula. “She wound up getting a mortgage. That’s what I mean by never passing up an opportunity. She’s like, ‘I want a mortgage. I have a room full of bankers. What am I gonna do? I’ll put the cameras on them and shame them into giving me one.’ But she was smiling the whole time and charming them all. She got five offers because she really won them over. She always won you over with her charm.”

Roth enjoyed a close knit circle of friends and loved ones, including Cynthia DePaula and her family. DePaula and Roth met and became friends in Amagansett, and when Roth learned DePaula and her husband were looking for a new home for their young family, she offered them the empty cottage on her property adjacent to her newer summer house. When Roth retired and began to live

full time in her Amagansett house, DePaula says they naturally became close, and “she called me her daughter. And I always called her my New York mother, since my own mother lives in



Roth was frequently the only woman on mostly male production crews throughout her career.

Baltimore. She never had kids. But I would like to think if she had ever had one, she would have wanted it to be like me.” As the years passed, DePaula began to coordinate Roth’s care and assisted in finding a nursing facility. “She took care of us in the end,” said DePaula, “and no doubt we surely took care of her.”

As the executor of Roth’s estate, DePaula spoke of the decision to support PBS, citing her belief in PBS’s mission and emphasizing PBS NewsHour’s dedication to fair and balanced reporting. “I think the news coverage that PBS provides is important,” said DePaula, “And I felt obligated to support the people that are getting the truth out.”

The PBS Foundation extends our sympathy to Ms. Cynthia DePaula and the friends and family of Ms. Enid Roth, who passed in January 2018.

Celebrating the PBS Beacon Society

The PBS Foundation is grateful for all our generous donors, especially those who make up our PBS Beacon Society, a revered circle of PBS fans whose support ensures that PBS can provide quality programming for years to come.

The following is a list of current PBS Beacon Society members as of March 1, 2022:

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Denise Andresen	Robert and Donna Hermann
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Karen Norvig Berry and William J. Berry	Richard Hoetzel, MD
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IN MEMORY OF:
Elizabeth J. Kehn
Katherine Evans
Enid Roth

Join the PBS Beacon Society

Help preserve public broadcasting for future generations with fellow fans of PBS

As you plan your future and chart your philanthropic goals, consider including the PBS Foundation in your will, trust, or other plans. Your future gift will make you a charter member of our new Beacon Society, an esteemed circle of PBS devotees helping to sustain the mission and purpose of PBS for years to come.

If you plan to leave a gift to PBS — or have already done so — please let us know. We would love a chance to say thank you and welcome you into the Beacon Society! Your gift can inspire others to consider a similar gift to the PBS Foundation.

Contact Stephanie Curry at 703-739-8632 or shcurry@pbs.org to join other PBS supporters in the PBS Beacon Society today.



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THE GREEN PLANET

A new series narrated by David Attenborough explores the secret life of plants

Few people have generated more interest and awe of the natural world than Sir David Attenborough, whose work has introduced millions of people to the vast array of beauty and wonder on our planet. As a powerful voice in natural history and wildlife documentary, Attenborough has turned his attention to the fascinating story of plants in **THE GREEN PLANET**, premiering July 6.

“Every mouthful of food that we eat, every lungful of air that we breathe, depends on plants,” Attenborough explains. As climate change continues to affect our world, Attenborough believes we are living at the perfect time for a reexamination of the role of plant life: “There has been a revolution worldwide in attitudes towards the natural world in my lifetime — an awakening and an awareness of how important the natural world is to us all.”