

# CONTRIBUTOR



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Portrait**

PBS at 50

*Read more at [pbs.org/foundation](https://pbs.org/foundation)*

#### 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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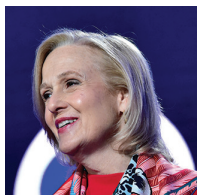
David Weaver  
Boston, MA

#### MAKE A DIFFERENCE BY SUPPORTING PBS

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:

PBS Foundation  
2100 Crystal Drive  
Arlington, VA 22202  
Phone: 703.739.5051  
Email: pbsfoundation@pbs.org

Federal Tax ID #: 20-1476451



## A message from the President

These are unsettling times. As the novel coronavirus threatens our communities in ways we cannot yet fully realize, please know that we at PBS are taking every measure to fulfill our ongoing commitment to our viewers. Indeed, our service on your behalf guides us every day.

You rely on PBS not only as a source of trustworthy information, but also as a place to enjoy an uplifting performance, or perhaps an insightful documentary or drama. I am confident that despite the challenges we face, we will continue to demonstrate why so many Americans value PBS.

Your support has played a pivotal role in our ability to educate, inspire, and inform the American public, and your continued support will ensure we do so long after these challenging times. Thank you for giving so generously.

Sincerely,

Paula Kerger  
President & CEO, PBS

*Share a quote from one of your favorite PBS stars on Facebook, Twitter, or Instagram and tag it with #pbs50 to join our 50th anniversary celebration.*



**“Find something you’re passionate about and keep tremendously interested in it.”**

**JULIA CHILD**



*Julia Child's THE FRENCH CHEF was the first program to air on PBS in 1969.*



## PBS celebrates 50 Years

When PBS first went on the air 50 years ago, it was born out of a groundbreaking idea: that Americans deserve a non-commercial television service whose sole mission is to educate and inspire. From the first PBS-aired episode of Julia Child's THE FRENCH CHEF, we have been guided by that bold mission.

“This milestone offers an opportunity to celebrate the extraordinary contributions of PBS and our more than 330 member stations, including innovations that changed the media industry, and beloved programs, people and characters that are deeply woven

into our culture,” said Paula Kerger, PBS President and CEO. “While the media landscape has dramatically changed since PBS's founding, public television continues to serve as a beacon of thoughtful and thought-provoking media for millions of Americans. That mission is as important today as it was 50 years ago.”

PBS is celebrating its 50-year anniversary with a social media campaign featuring quotes from some of PBS's most iconic figures, such as Julia Child, Mister Rogers and Ken Burns. We invite you to share your favorite PBS memories on social media using #PBS50.



#### Notice anything different?

In honor of our 50th anniversary, PBS refreshed its brand to be more consistent and recognizable across all digital and broadcast platforms. To watch a video of the evolution of PBS's logo through the years, go to [pbs.org/video/history-pbs-logo/](https://pbs.org/video/history-pbs-logo/).

**My American story started when...**



**I never expected...**



## **PBS AMERICAN PORTRAIT** celebrates our shared experience

Be part of a national storytelling project.

Your beliefs, traditions, and insights help tell the story of America.

And by sharing them, you can be a part of PBS's most ambitious multi-platform project yet: a tapestry of writing, photos, and videos from contributors across America.

Leveraging the local reach of PBS through its member stations, **PBS AMERICAN PORTRAIT** presents a mosaic of our country's diversity, allowing people from all regions to appreciate what we have in common as well as the many differences that make up the American experience. **PBS AMERICAN PORTRAIT** relies on interactivity and features submissions shared directly from everyday people across the United States.

Start by exploring others' stories and adding your own at [pbs.org/](https://pbs.org/)

american-portrait. As the project progresses, stay tuned for a web miniseries, public art installations, live events and a nationally televised documentary series on PBS.

Target is a major funder and national promotional partner for **PBS AMERICAN PORTRAIT**. "Corporate philanthropy provides an essential source of income," says PBS Foundation Executive Director Brian Reddington, who oversees the PBS Foundation's fundraising efforts on behalf of PBS.

"Gifts and grants made by institutions like Target, are part of a broad spectrum of support that helps PBS thrive," Reddington says. "We're especially grateful for Target's support of this signature, community-driven project."

**My greatest challenge is...**



**PBS**  
**AMERICAN PORTRAIT**  
A NATIONAL STORYTELLING PROJECT

Share your story at  
[pbs.org/american-portrait](https://pbs.org/american-portrait)



## Thinking of leaving a legacy gift to PBS?

Designating the PBS Foundation as a beneficiary is easy and impactful

Leaving a legacy gift to the PBS Foundation helps ensure that the programs you enjoy today can continue to educate, inform, and inspire future generations.

An easy and popular option is to name the PBS Foundation in your will or living trust. You can also work independently to designate the PBS Foundation as a beneficiary of a retirement plan or financial account.

Please contact Stephanie Curry in our Gift Planning Office at 703-739-5051 or [giftplanning@pbs.org](mailto:giftplanning@pbs.org) if you are interested in making a legacy gift. Your thoughtfulness ensures that PBS will be able to continue bringing arts, drama, news, documentaries, and educational programs to dedicated PBS viewers like yourself.

## Kerger named a ‘Giant of Broadcasting’

On November 14, 2019, PBS President and CEO Paula Kerger was named a “Giant of Broadcasting” by The Library of American Broadcasting Foundation, an organization that celebrates distinguished individuals who have brought broadcasting and electronic arts to prominence.

“It’s interesting that these awards are called the ‘Giants of Broadcasting’ because I often say that we in public media stand on the shoulders of giants,” said Kerger upon receiving the award.

Among other honors in the past year, PBS’s celebrated leader also kept her spot on The Hollywood Reporter’s 2019 Women in Entertainment Power 100 list and was inducted into the Realscreen Awards Hall of Fame.



“Today,  
me will  
live in the  
moment.”

**COOKIE MONSTER**

## PBS honors suffragists, feminist leaders, and modern-day changemakers

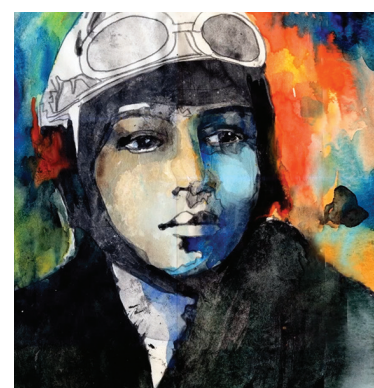
PBS LearningMedia will offer free online learning materials to complement broadcast programs.

Tune in to PBS this summer to celebrate the 100th anniversary of the passage of the 19th Amendment in the United States and commemorate those who fought for women’s suffrage, the feminist movement throughout the 20th century, and the stories of modern women who continue to shatter the glass ceiling and transform modern history.

Programs that mark this historic moment include AMERICAN EXPERIENCE’s “The Vote,” a dramatic telling of the hard-fought campaign waged by American women for the right to vote, AMERICAN MASTERS’ “Unladylike2020”, a multimedia series featuring courageous, little-known and diverse female trailblazers from the turn of the 20th century, and the POV miniseries “And She Could Be Next,” that tells the story of a defiant movement of women of color transforming politics from the ground up.

As a complement to these programs and many others, PBS LearningMedia will offer corresponding age-appropriate learning resources for all grade levels that explore women’s suffrage, and the feminist movement and its trailblazers. A free online resource for educators and individuals, PBS LearningMedia offers thousands of video clips, activities, discussion questions, and interactive lessons aligned to state and national standards.

*Photo Credits (top to bottom): Suffragists demonstrating in Chicago, 1916, Reading The Suffragist in Washington, 1917, Suffragette Lucy Burns in Virginia, 1917, courtesy of Library of Congress, Grace Abbott and Besse Coleman, Unladylike 2020, courtesy of American Masters.*



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## Pediatricians trust PBS

Caregivers rely on PBS KIDS during the COVID-19 crisis.

During this unsettled time, with schools closed and families seeking ways to calm and engage younger learners, caregivers and educators are increasingly turning to PBS KIDS.

The American Academy of Pediatrics, for example, recommended PBS KIDS as a good option for free resources, especially those designed for preschoolers. Of particular value: a weekday newsletter that provides activities and tips to help kids learn and play at home available at **pbs.org/parents**.

And, as the outbreak began, more than 8,000 teachers from across the country attended a webinar hosted by PBS LearningMedia to learn about distance learning and PBS resources.

Your support of PBS makes this impact possible.

