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**FUNDING
OPPORTUNITIES
AVAILABLE**

For Foundations + Corporations

**Gain Exposure to America's
Most Influential Audience—
on PBS.**

Spring, 1999

To: Foundations and
corporations
From: Ben Wattenberg
Re: Television opportunities
available

THINK TANK, a weekly discussion program, has produced more than 200 original programs with more than 300 different panelists. The program airs on stations across the country and on the PBS national satellite service. In Washington, where decision-makers live, it airs three times each week, twice on WETA and on WHHM (the Howard University channel.) A fourth play in is likely later this year.

TRENDS, is an annual prime time PBS documentary special. The 1999 program, airing in November, is "The Stakeholder Society." It explores the explosion in pensions—401-ks, IRAs, Keoghs, Roths, ESOPs, options—which have transformed the nature of being old in America, and transformed America, socially, economically, politically and ideologically.

THE FIRST MEASURED CENTURY, a three-hour documentary program, scheduled to air in 2000, in "core feed" prime time. It is a rich, colorful, visual, fast-moving narrative telling the story of this American century with a focus on data, not anecdote. It's been 100 years since the advent of systematic modern social and economic measurement. But most Americans still learn history as the story of Presidents, politics and personalities. FMC lets us know what happened to people.

Much valuable public policy research proceeds slowly, if at all, into the public debates and discussions that shape decision-making. Some research that does get into the mainstream is silly stuff. Mildly put, this situation diminishes the usefulness of research at a time when we need all the help we can get. Soon, Americans will be voting in an important election. As ever, surveys, sermons, spin and sound bites are at a premium. Even when candidates speak "on the issues" we get smoke.

Our company is deeply involved in trying to improve the transmission belt of public policy research and ideas into the intellectual and political marketplace, through public television. We bring to the public the best scholarship from right, left, center—and unclassifiable. I believe our panelists represent the best thinkers in America. Our programs are lively, interesting, civil, humorous—and provocative. Scholars speak American. No politicians, no journalists, no spinners, no food-fights.

We believe this kind of programming is of particular value to foundations, from every spot on the political spectrum, who often fund research that never sees the light of day. The PBS audience is larger by far than that of the cable channels. And decision-makers watch PBS.

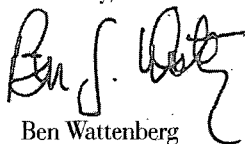
We believe this kind of programming is of particular value to corporations. Decision-makers watch PBS.

Several themes unite all the projects..

- 1) They cover a wide variety of issues and ideas in the arena of public affairs.
- 2) While they are separate endeavors, underwriting credits can be arranged to appear on all three programs.
- 3) They are—typical of most all public broadcasting ventures—underfunded.

Can you help us in these endeavors?

Sincerely,


Ben Wattenberg



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