

© 1997 Universal Press Syndicate

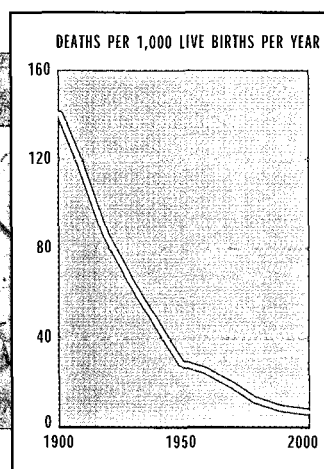
© 1999 TFB '96, '97, '98, '99, '00, Inc.

from the Producers  
of Ben Wattenberg's

Think  
**TANK**



# THE FIRST MEASURED CENTURY



Coming to PBS

Wednesday, December 20th

8:30-11:30 PM ET

As Americans reflect on the end of the twentieth century, we ask, "What happened?" The answers are called "history." Americans have learned about yesteryear mostly through anecdotes: Titanic, Lindbergh, Challenger, Teddy and Franklin Roosevelt, world wars, the Roaring Twenties, hula-hoops, Elvis, Hiroshima, Vietnam, Watergate, the civil rights and feminist movements, the Beatles, Reagan, O.J. and Monica.

But there is another way of answering "What Happened?" – through the lens of data and measurement, which shows us how the lives of everyday Americans have changed. (The plural of anecdote is data.)

"The First Measured Century" tells the story of America by the numbers, through the eyes of those who did the measuring and interpreting. These include George Gallup, Alfred Kinsey, Robert and Helen Lynd (authors of "Middletown, "), Frederick Jackson Turner, James Q. Wilson, Francis Fukuyama, William Julius Wilson, and many others.

We look at social indicators before the time of Gross National Product and public opinion polls. We see the United States going from half the size of the four biggest European nations to twice the size of all of them combined. We see a nation of 50 million, taking in 25 million immigrants.

We see the population of cities soar, and then fade, as America becomes the first majority suburban nation. We see a nation with less mobility today than in 1900, the sharp rise and slow fall of violent crime rates, and increasing wealth, with a big argument about how it is shared.

"The First Measured Century" is a fast-paced narrative with unique graphics. It's history as you've never seen it, measured. And dramatic.

*"The approach you propose is so creative and so perfectly suited to both the on-camera and off-camera work that you do that we see it as the perfect capstone to our end-of-the-century efforts....We expect The First Measured Century to challenge assumptions, unearth startling casual relationships, and maybe even predict the future."*

Sandra Heberer  
Director, News and Information Programming, PBS



the PBS program on ideas  
[www.pbs.org/thinktank](http://www.pbs.org/thinktank)



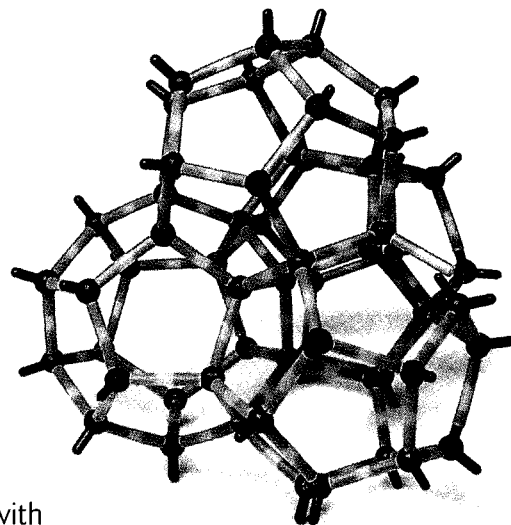
Support for these projects is provided by the Smith Richardson Foundation, the Lynde and Harry Bradley Foundation, the John M. Olin Foundation, the D&D Foundation, the Bernard & Irene Schwartz Foundation, PBS, and the Corporation for Public Broadcasting.



LICENSED TO UNZ.ORG  
ELECTRONIC REPRODUCTION PROHIBITED



**His students have already  
written their acceptance  
speeches for the  
biggest prize in science.**



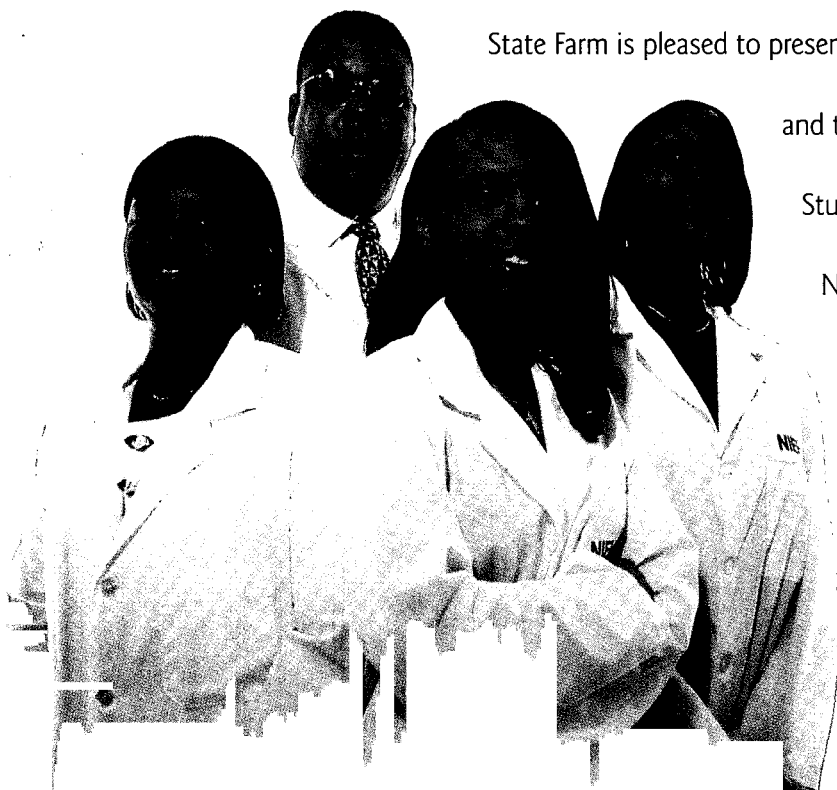
Never let it be said that Kenneth Cutler sets easy goals for his STARS (Students Training As Research Scientists). To acquaint them with the real world of scientific exploration, his students formulate in-depth research papers and even submit grant proposals to fund their projects. Then, to experience just how far scientific research can take them, students present a formal speech thanking the King of Sweden for awarding them the most prestigious prize in science.

This combination of problem-solving, creative writing, and public speaking stimulates both left-brain and right-brain thinking. It also demonstrates the benefits of a scientific career to students who might not normally consider it. For showing his students science can be rewarding, stimulating, and even “cool,”

State Farm is pleased to present Kenneth Cutler with our Good Neighbor Award®

and to present \$5,000 to the Hillside High chapter of NC Student Academy of Science, in Durham, North Carolina.

Now it's his turn to prepare an acceptance speech.



**Good  
Neighbor  
Award®**

STATE FARM INSURANCE COMPANIES  
Home Offices: Bloomington, Illinois  
statefarm.com™

The Good Neighbor Award was developed  
in cooperation with The National Science  
Teachers Association.