

The logo for FRONTLINE, featuring the word "FRONTLINE" in white, bold, sans-serif capital letters on a red rectangular background.

WGBH
One Guest Street
Boston, MA
02135

617.300.3500
fax 617.300.1001

pbs.org/frontline



FOR IMMEDIATE RELEASE

**FRONTLINE AND NEWSWEEK PARTNER TO REPORT THE INSIDE
STORY OF 2008 PRESIDENTIAL CAMPAIGN**

LOS ANGELES— PBS' award-winning public affairs series, FRONTLINE, has joined forces with *Newsweek* to tell the inside story of the 2008 presidential campaign. FRONTLINE producers will work side by side with the magazine's reporting team, its writers and editors, to produce *The Race 2008*, a FRONTLINE/*Newsweek* special report that will take PBS viewers inside the Republican and Democratic campaigns for the White House. *The Race 2008* airs one week after Election Day on Tuesday, Nov. 11, from 9 to 11 P.M. ET on PBS (check local listings).

"For some time, FRONTLINE has been seeking a way to create a dramatic and sophisticated record of what happened inside important presidential campaigns," says FRONTLINE executive producer of special projects Michael Sullivan. "This new partnership with the *Newsweek* team that creates the magazine's special election issue promises to deliver the reporting muscle and analysis needed to produce a powerful and meaningful film."

Since 1984, *Newsweek* magazine has embedded a special team of reporters in the major campaigns to gather the inside story, aided by an agreement with their sources that none of what they reveal will be published until after Election Day. This effort has often yielded remarkable candor from campaign insiders and fresh insights into the dynamics of the race. Immediately after the election, *Newsweek* has published award-winning special issues of the magazine devoted to the campaign story. The 2004 edition "How Bush Did It" received a National Magazine Award for its "insights, scoops and drama inside a remarkably intimate narrative."

"Our election special project represents a significant commitment to narrative print journalism and is one of the magazine's most important endeavors," says Jon

MACARTHUR
The John D. and Catherine T. MacArthur Foundation

PARK
FOUNDATION

Meacham, editor of *Newsweek*. “FRONTLINE, with its long tradition of award-winning reporting on the critical issues of the day, is the ideal partner for this project, and *Newsweek* is excited by the opportunity to bring our reporting to the viewers of PBS.”

Featuring fresh footage from the campaign trail and candidate headquarters, interviews with key strategists and campaign operatives as well as *Newsweek* reporters and editors, *The Race 2008*, part of “PBS Vote 2008” election coverage, will provide an intimate backstage view of the high human drama never lacking in this historic campaign—from the internal conflicts over strategy and tactics to the bruising battles between key campaign aides to the complicated relationships among the advisers, the candidates and their families. The film will cover all stages of the campaign as well—from the twists and turns of the primary season to the difficult attempts at party unity; from the superheated general campaign, with its media air war and get-out-the-vote ground war, to the inevitable gaffes, charges and countercharges; from the high-stakes presidential debates to the final, exhausted dash to Election Day.

The Race 2008 is a companion production to FRONTLINE’s other highly anticipated election presentation, *The Choice 2008*, which premieres Tuesday, Oct. 14, from 9 to 11 P.M. ET on PBS (check local listings), and examines the rich personal and political biographies of John McCain and Barack Obama and goes behind the headlines to discover how they arrived at this moment and what their very different candidacies say about America.

The Race 2008 will be produced and directed by veteran documentary filmmaker Mark Obenhaus, who was a key producer for FRONTLINE in the 1980s before joining ABC News in 1991. The project will be supervised by FRONTLINE senior producer Raney Aronson-Rath and FRONTLINE’s executive producer for special projects Michael Sullivan.

The *Newsweek* team is led by editor at large Evan Thomas, contributing editor and columnist Eleanor Clift, contributing editor Peter Goldman and director of special projects Alexis Gelber, *Newsweek* reporters Katie Connolly, Daren Briscoe, Nick Summers and Michael Hastings also are part of the reporting team.

FRONTLINE is produced by WGBH Boston and is broadcast nationwide on PBS. Funding for FRONTLINE is provided through the support of PBS viewers. Major funding for FRONTLINE is provided by The John D. and Catherine T. MacArthur Foundation. Additional funding is provided by the Park Foundation. Additional funding for *The Race 2008* is provided by the Corporation for Public Broadcasting/PBS Program Challenge Fund. FRONTLINE is closed-captioned for deaf and hard-of-hearing viewers and described for people who are blind or visually impaired by the Media Access Group at WGBH. FRONTLINE is a registered trademark of WGBH Educational Foundation. The executive producer of FRONTLINE is David Fanning.

PBS goes behind the headlines throughout the summer and fall with the “PBS Vote 2008” election lineup, offering Americans a unique opportunity to explore the presidential election. PBS’ trusted news brands and personalities bring viewers in-depth information and insight into the issues and candidates. PBS’ election coverage will be led by *The NewsHour with Jim Lehrer*, *Washington Week with Gwen Ifill & National Journal*, *NOW on PBS*, *Bill Moyers Journal* and *Tavis Smiley*, and enhanced by programming from other trusted PBS sources, including *American Experience*, FRONTLINE, *Nightly Business Report* and *P.O.V.* PBS.org’s election hub page, pbs.org/vote2008, will provide further perspectives. The site will aggregate video from PBS, feature syndicable content from across public media and highlight innovative Web-only projects from PBS producers and stations.

pbs.org/pressroom

Promotional photography can be downloaded from the PBS pressroom.

Press contacts

Diane Buxton	(617) 300-5375	diane_buxton@wgbh.org
Alissa Rooney	(617) 300-5314	alissa_rooney@wgbh.org

