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Judy Woodruff Returns to PBS to Lead "Generation Next: Speak Up. Be Heard."

PEW CHARITABLE TRUSTS AND MACNEIL/LEHRER PRODUCTIONS
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FIRSTHAND INSIGHT FROM YOUTH ON IMPORTANT ISSUES

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A unique generation is coming of age in America. They've been called many things, millennials, boomerang kids, generation Y ... we are calling them Generation Next. They are the 42 million young people aged 16-25 who were born after the Cold War, weaned on technology, came of age rocked by 9/11 and who now face a future marked by complex global challenges.

Veteran journalist Judy Woodruff, in partnership with MacNeil Lehrer Productions and supported principally by The Pew Charitable Trusts, is traveling the country interviewing young people – at colleges, in urban, suburban and rural settings, at workplaces and at home as part of a year long multimedia project that explores the attitudes of the next generation. It's called ***Generation Next: Speak Up. Be Heard.***

Just weeks into the project, what she has heard gives us reason to believe this cohort has a unique contribution to make to American public life. "The history that's going to be written about my generation is going to be about how we've responded to unbelievable challenges," observed 25 year-old writer Anya Kamenetz. "The issues that face our country: energy dependency, the budget situation, the retirement of the boomers ... it's going to be people my age who have to find the solutions. And I believe we will."

It is this confidence and optimism that distinguishes Generation Next from their more rebellious and pessimistic predecessors, Generation X. Raised by their baby boomer parents to feel special, important and valued regardless of their achievement and told that anything is possible, Generation Next has come of age in an affluent world brimming with information and choices, be it the dozens of coffee drinks at Starbucks, their many friends on MySpace or the thousands of job listings on the internet. However, for many young people, the wealth of information and choices can be too much of a good thing.

Technology has expanded Generation Next's horizons, making them both well connected and world wise, but it has also increased their stress level. Peer pressure increases because, instead of a close circle of a few friends, members of Generation Next stay in contact with scores of friends at a time via cell phones, text messaging and social

networking sites like MySpace or Facebook. "Because this generation is connected 24/7, they are never able to truly shut down. And they have become so accustomed to the safety of socializing behind an online persona, that in-person communication is more unnatural," said Jane Buckingham President of The Intelligence Group, one of the foremost market research and trend analysis firms focused on this generation.

And the worldliness of Generation Next comes with its own costs. "They have been raised with high expectations, and told to 'follow their passion,' but that is a difficult thing to figure out," explained Buckingham. "It's hard to know what you're passionate about at 42; but it's really hard when you're 15. They are handicapped by the amount of choices that are out there and are not sure which way to turn."

Statistics show that members of Generation Next take longer to leave home, marry, choose career paths and start families. To understand why, Judy Woodruff goes direct to the source – young Americans. Woodruff's findings will be broadcast in a series of reports on *The NewsHour with Jim Lehrer*, beginning later this year, and in an extended documentary to air on PBS in January 2007.

But Generation Next is more than just a TV special – it is a multi-media, multi-platform project that will inform and engage young and old alike via traditional media such as television, radio and newspapers and via the project's robust new media components: discussion forums, blogs by the Generation Next team, original video recorded by young Americans at our interactive web kiosk and an online reporter's notebook of Judy Woodruff's thoughts from the road.

Generation Next's partners in this effort include some of the nation's leading media outlets, foundations and an independent opinion research group.

NPR will produce a series of radio reports profiling members of "Generation Next;" **USA TODAY** will report on this generation in both their print and online media; **Yahoo!** will host a series of conversations between members of Generation Next and political leaders in a feature called "Talk to Power." Plus, original documentary films created by young people for the internet-based **FYI - Film Your Issue** project will be presented on the Generation Next website. (www.pbs.org/newshour/generation-next)

"Our main objective is to find out what young people think, to create a profile of the next generation, and to provide current decision-makers with better information about them," said Woodruff. "We want to help everyone understand the views of young people. And just as important, we want young people to know their opinions will be heard by decision-makers in business, politics, education and the media."

Traditionally, politicians have paid less attention to young people because they were unreliable voters. But in 2004, turnout increased more among 18-24 year olds than among any other age group. Generation Next is "an untapped resource out there, of people who want to be engaged in politics," reports Anya Kamenetz. But she adds, "I believe it is politics that isn't speaking to them." In an effort to bridge that divide, Judy Woodruff will present questions and comments from the young people she meets and put

them in front of America's current influential leaders – be they political, business or cultural leaders via the "Talk to Power" conversations hosted by **Yahoo!**.

"We are delighted to support this unique initiative to illuminate the views of 'the next generation,'" said Rebecca Rimel, president and CEO of **The Pew Charitable Trusts**. "Today's young people will shape the future of America. It is critical that we understand their priorities, ideas and aspirations."

A representative survey will complete the project's examination of the views and values of Generation Next. **The Pew Research Center** is conducting a survey of 16 – 25 year olds and will announce the results in the fall. The questions posed by the researchers will be complemented by Judy Woodruff's conversations with the young people she meets on her journey and via an interactive web kiosk on board the Generation Next RV. So viewers will see and hear evidence of the Pew survey results via candid answers from real-life people: young adults who will share insights into their lives by answering hard but important questions about their parents, their friends, their politics, their aspirations.

Production of this new project began in June 2006. Among the cities on Judy Woodruff's itinerary are Fairfield, CT; New York, NY; New Holland, PA; Chicago, IL; Columbus, OH; Detroit, MI; Los Angeles, San Diego and Palo Alto, CA; Montgomery and Birmingham, AL; Atlanta and Columbus, GA; Leoti, KS; Indianapolis, IN and Washington, DC.

MacNeil Lehrer Productions produces *The NewsHour with Jim Lehrer*, which airs weeknights on more than 300 local PBS stations, as well as other programs for public, commercial and cable television. MLP also produced complete broadcast coverage of the 2004 Democratic and Republican national conventions for PBS. Other recent television programs produced by MLP include *Free Speech* an extended conversation between Jim Lehrer and Ben Bradlee about Bradlee's career and current issues facing journalism, the award-winning *Do You Speak American?*, Robert MacNeil's cross country trek to discover why Americans speak the way we do; *The First Lady: Public Expectations, Private Lives*, a look at the expectations of the role of the modern first lady; *Debating Our Destiny*, Jim Lehrer's look at presidential and vice presidential debates with candidates; *LadyBird*, a profile of LadyBird Johnson; *Via Dolorosa*; *Empire of the Bay*; and *The Story of English*. MLP is also the leading force behind the *By the People: America in the World* civic engagement project.

The Pew Charitable Trusts serves the public interest by providing information, advancing policy solutions and supporting civic life. Based in Philadelphia with an office in Washington, D.C., the Trusts will invest \$204 million in fiscal year 2006 to provide organizations and citizens with fact-based research and practical solutions for challenging issues.

The Pew Research Center is a nonpartisan "fact tank" that provides information on the issues, attitudes and trends shaping America and the world. It does so by conducting public opinion polling and social science research; by reporting news and analyzing news coverage; and by holding forums and briefings. It does not take positions on policy issues.

Generation Next Partners:

Since its launch in 1970, NPR has evolved into a leading media company, primary news provider and dominant force in American life. In partnership with more than 815 public radio stations, it attracts 26 million listeners to the nearly 150 hours of broadcast programming it produces and distributes weekly. A privately-supported, non-profit membership organization, NPR is also active in digital media through www.NPR.org, its successful NPR Podcasts, two 24/7 NPR channels on Sirius Satellite Radio and five 24/7 multicast music channels for HD Radio, a technology in which it has led industry research and development. NPR Worldwide serves nearly 150 countries with a full schedule of programming offered through terrestrial, satellite and digital radio; national cable, and American Forces Network.

USA TODAY is the nation's top-selling newspaper. It is published via satellite at 36 locations in the USA and four sites abroad. With a total average daily circulation of 2.3 million, USA TODAY is available worldwide. USA TODAY is published by Gannett Co., Inc. (NYSE: GCI). Included in the USA TODAY brand are USATODAY.com, an award-winning news and information site on the Internet; USA TODAY Sports Weekly, a weekly magazine for baseball, professional football and NASCAR enthusiasts; and USA TODAY LIVE, the television arm of the USA TODAY brand that brings the spirit and quality of the newspaper to television.

FYI - Film Your Issue is an ambitious, unprecedented outreach to all U.S. residents 18 to 26 – including 7 million college students on 1,200 campuses -- to create 30-to-60 second “issue films” on any issue as a way to engage young people in pressing social issues and add their voice to the public dialogue, via film.

The Generation Next RV was donated by the Recreational Vehicle Industry Association (RVIA). Based in Reston, Virginia, RVIA is the national trade association representing more than 550 manufacturers and component suppliers producing approximately 98 percent of all RVs and conversion vehicles manufactured in the United States.

Visit the PBS pressroom for more information and photography of the Generation Next project: www.pbs.org/pressroom

JUDY WOODRUFF

EXECUTIVE EDITOR AND CORRESPONDENT

Broadcast journalist Judy Woodruff has covered politics and other news for more than three decades at CNN, NBC and PBS. Woodruff left CNN full-time in June 2005 to pursue longer-form journalism opportunities, but remains a consultant and occasional contributor to CNN.

Through early 2007, she is working with PBS to develop a project to interview American young people and conduct a series of reports to the nation on their views. She also serves as a Special Correspondent for the NewsHour with Jim Lehrer. In addition, she anchors a monthly program for Bloomberg Television, "Conversations with Judy Woodruff." In the fall of 2006, she will be a visiting Professor at Duke University's Terry Sanford Institute of Public Policy, teaching a weekly seminar class. She was a visiting fellow at Harvard University's Joan Shorenstein Center on the Press, Politics and Public Policy, where she led a study group for students on contemporary issues in journalism.

For 12 years, Woodruff served as anchor and senior correspondent for CNN, anchoring the weekday political program, Inside Politics. What began as the nation's first program devoted exclusively to politics, Inside Politics established a reputation as a must-watch show for political insiders and political junkies around the country. Woodruff shared anchor duties with Bernard Shaw for eight years, until 2001, when Shaw retired from CNN.

At CNN Woodruff participated in special political coverage that included moderating debates and town halls, and anchoring on election nights. She also anchored breaking news and developing stories, including the Sept. 11, 2001 terrorist attacks on the U.S., the wars in Afghanistan and Iraq, the 1995 Oklahoma City bombing of the Alfred P. Murrah Federal Building, and the Olympic Park bombing in 1996.

Before joining CNN in 1993, Woodruff was the chief Washington correspondent for The MacNeil/Lehrer NewsHour on PBS. From 1984 to 1990, she anchored public television's award-winning weekly documentary series, Frontline with Judy Woodruff. During the 1988 presidential campaign, Woodruff moderated the vice presidential debate between Dan Quayle and Lloyd Bentsen.

Woodruff moved to Washington, D.C. in 1977, when she became NBC News' White House correspondent, covering both the Carter and Reagan administrations until 1982. Her book, *This is Judy Woodruff at the White House*, published in 1982 by Addison-Wesley, documents her experiences as a political journalist. From 1982 to 1983, she was the NBC Today Show chief Washington correspondent.

In Atlanta, Woodruff gained political reporting experience working at a local CBS affiliate, WAGA-TV, from 1970 to 1974. She became a correspondent at WAGA-TV, reported on the state legislature, and anchored the noon and evening news.

Following her job at WAGA-TV, Woodruff became a general assignment reporter based in Atlanta for NBC News. There, she reported on her first presidential campaign, then-Gov. Jimmy Carter's successful run for the White House in 1976.

CNN received the 2002 Edward R. Murrow Award in the Continuing Coverage category for its coverage of the Sept. 11 terrorist attacks, anchored by Woodruff and Aaron Brown. In 1997, Woodruff won the News and Documentary Emmy Award for outstanding instant coverage of a single breaking news story for CNN's coverage of the Centennial Olympic Park bombing. In 1996, Woodruff and Bernard Shaw won the CableACE Award for Best Anchor Team for their work on Inside Politics. In 1995, Woodruff won the CableACE for Best Newscaster. In 1995, the Freedom Forum awarded Woodruff and her journalist husband, Al Hunt, the Allen H. Neuharth Award for Excellence in Journalism.

In October 2003, Woodruff received the International Matrix Award from the Association for Women in Communications. Also in 2003, Woodruff was inducted into the Georgia Association of Broadcasters Hall of Fame and honored by the Radio-Television News Directors Association and Foundation with the Leonard Zeidenberg First Amendment Award. In 1994, Woodruff became the first recipient of the National Women's Hall of Fame President's 21st Century Award. That same year, she and her husband Al Hunt were named "Washingtonians of the Year" by Washingtonian magazine for their fundraising work to fight spina bifida. And in 1986, for Woodruff's series on national defense issues, the NewsHour was awarded the first Joan Shorenstein Barone Award for excellence in journalism by the Washington Radio and Television Correspondents' Association.

Woodruff is a founding co-chair of the International Women's Media Foundation, an organization dedicated to promoting and encouraging women in communication industries worldwide. She serves on the boards of trustee of the Freedom Forum and Global Rights: Partners for Justice and in 2005 became a member of The Knight Foundation Commission on Intercollegiate Athletics and the Board of the National Museum of American History. Woodruff is a graduate of Duke University, where she is a trustee emerita.

Woodruff and Hunt, who is the Washington executive editor for Bloomberg News, have three children and live in Washington.

SUSAN MILLS EXECUTIVE PRODUCER

Susan Mills is the Director of Program Development for MacNeil/Lehrer Productions, where she oversees the creation and production of programming for television broadcast, home video, publishing and interactive markets. Most recently, she is the Executive Producer of "Generation Next: Speak Up. Be Heard." She also produced "Free Speech: Jim Lehrer with Ben Bradlee" an extended interview broadcast on PBS on June 19, 2006 that explored Bradlee's experience as an editor and current issues facing journalism. Mills was Executive Producer for "Do You Speak American?" a three hour TV special featuring Robin MacNeil that premiered on PBS on January 5, 2005 and "The First Lady: Public Expectations, Private Lives, broadcast on PBS, October 25th, 2004. Mills also produced "Time to Choose; a By the People Election Special for PBS on October 21st, 2004.

She was the executive producer for "Lady Bird, Portrait of a First Lady" for PBS the first in a series on the modern First Ladies. In 2000, she was the executive producer for 3 MacNeil/Lehrer projects, "Debating our Destiny" a two hour PBS documentary special with Jim Lehrer which was nominated for an Emmy, PBS' "Via Dolorosa" playwright David Hare's one man Broadway show about the Middle East and PBS' one hour history of the Hudson's Bay Company, "Empire of the Bay" with Robin MacNeil.

As managing producer for the MacNeil/Lehrer NewsHour in New York, she oversaw its video documentary production and special projects. She also helped pioneer an experimental interactive/multimedia collaboration between Apple Computers and the NewsHour.

Susan began her TV career at CBS News where she helped develop and produce the innovative, award-winning programs for children, In the News and 30 Minutes. In the early 1980's she covered Latin America and the Philippines, producing news stories from the rise of the Sandinistas in Managua to the fall of Ferdinand Marcos in Manila... and reporting on war in the Falklands, drug running in Bolivia and death squads in El Salvador.

Susan's awards include four National Emmys, eleven Emmy nominations, and—for programs she has produced—the George Foster Peabody Award, Columbia University's DuPont Award, Ohio State's Journalism Award, and the Gavel Award from the American Bar Association. She is a graduate of Wells College where she has served on the Board of Trustees.

JANE BUCKINGHAM PROJECT CONSULTANT

Jane Buckingham is president of the New York and Los Angeles-based market research firm The Intelligence Group (formerly Youth Intelligence), recently acquired by Creative Artists Agency (CAA), the world's leading talent and literary agency. Jane has been studying and interpreting America's youth for more than a decade, helping companies, educators and parents better understand 7-35 year olds.

Youth and trend expert Buckingham founded Youth Intelligence in 1996. Building upon quantitative and qualitative analysis, the company provides marketing consulting, trend forecasting and market research to determine today's concerns and tomorrow's trends. Clients of the firm include Levi's, Microsoft, Nike, Bank of America, and L'oreal, among many other major marketers. The Intelligence Group publishes the leading trend forecasting product, *The Cassandra Report*®. The Intelligence Group also created **trendcentral**® which includes a daily e-mail and comprehensive Internet trend site about 12-35 year olds, covering fashion, beauty, lifestyle, technology, and entertainment.

Buckingham, who at 17 wrote the book *TEENS SPEAK OUT*, is the host of the Style Network Series *THE MODERN GIRL'S GUIDE TO LIFE* and has published a book by the same name (Regan Books, 2004). Her forthcoming book, *THE MODERN GIRL'S GUIDE TO MOTHERHOOD*, is due to be published in May 2006. She is a contributing editor to *Cosmopolitan Magazine*. She has been featured in *The New York and Los Angeles Times*, *Fortune* and *The Boston Globe*.

Ms. Buckingham, a graduate of Duke University with a B.A. in English, has held various management positions at BBDO and FCB/Leber Katz.

Generation Next: A Snapshot

Few generations have grown up during a period of such rapid and dramatic change. Born between 1980 and 1990, Generation Next has already seen extraordinary political, military, economic, technological and social changes. They have lived in a post-Cold War world and a time of relative economic prosperity in America, but they have also experienced September 11th and the fear of another attack, two Gulf Wars, Columbine, Hurricane Katrina and the increasing polarization of public discourse. All this has occurred in the midst of a communications revolution. More than any who came before, Generation Next is engaged with technology, and the vast majority is dependent upon it.

- **Diversity:**

- Generation Next is the most racially diverse generation in the history of the United States.¹
- Approximately 62% of 18-24 year-olds are white, down from 87% in 1972.²
- Including non-citizens, the 18-24 year-old Latino population is now larger than the corresponding African-American population in the United States.
- 58% of Generation Next believes the Nation needs to be more accepting of difference and diversity.³
- Generation Next is more accepting of homosexuality and interracial dating.⁴

- **Transition to Adulthood:**

- Generation Next is changing the traditional path to adulthood: starting families later, interspersing work and education, and switching careers more frequently.⁵
- A majority of Generation Next feels satisfied financially, but receives greater financial support from their parents and has more debt than previous generations.⁶

- **Education, Job Prospects & Media:**

- A college degree is more essential to higher earnings now than ever before. Male high school graduates with no college degree make relatively less now, on average, than they did in 1975.⁷
- Young women in Generation Next are more likely to attend college than young men.⁸
- Among 16-24 year-old African-American men not enrolled in school, only about half are working. Roughly one third of all young black men are involved in the criminal justice system at any one time.⁹
- Generation Next reads fewer newspapers and tunes to fewer radio and television news programs.¹⁰

Over the course of the year, veteran journalist Judy Woodruff joins forces with MacNeil/Lehrer Productions, embarking on a wide-ranging expedition to listen to both the engaged *and* the disenfranchised members of Generation Next. The goal of the project is straightforward: to glean as complete an understanding as possible of young people's take on a broad cross section of social, political, and pop culture issues, from family, relationships, religion and personal values, to government and leadership, America's role in the world, immigration, diversity and the quality of their schools. Where do they get their information, how do they define success, and what does it mean to them to be an American? The demographic group, often referred to as the "millennials," are courted aggressively by advertisers, but overlooked or even ignored by policymakers.

¹ Greenberg, Quinlan, Rosner Research Inc. "OMG! How Generation Y is Redefining Faith in the iPod Era"

² CIRCLE: Electoral Engagement Among Minority Youth

³ Greenberg, Quinlan, Rosner Research Inc. "Coming of Age in America"

⁴ Pew Center for the People and the Press

⁵ The Network on Transitions to Adulthood, "October 2004 Policy Brief"

⁶ The Network on Transitions to Adulthood, "October 2004 Policy Brief" and the Pew Center on the People and the Press.

⁷ Prof. Sheldon Danziger, University of Michigan

⁸ CIRCLE, "Electoral Engagement Among Non-College Attending Youth"

⁹ Harry Holzer, Peter Edelman, Paul Offner: Reconnecting Disadvantaged Young Men:

¹⁰ Pew Center for the People and the Press