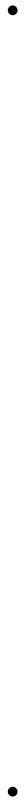
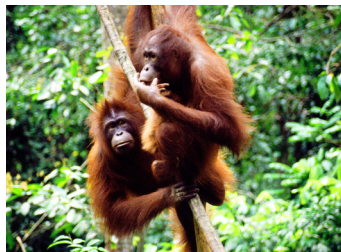




A Public Broadcasting Service Channel





introduction

Produced by Thirteen/WNET New York, **NATURE** is now in its **twenty-seventh season** on PBS. The series has won more than **450 honors** from the television industry, the international wildlife film community, parent groups, and environmental organizations— including **10 Emmy Awards**, three Peabody Awards, and the first honor ever given to a program by the Sierra Club. Recognizing NATURE's vast potential as a **learning resource**, Thirteen produces

educational materials available **free of charge** to every elementary and middle school teacher in America. These include a Teacher's Guide, classroom poster, DVD of select NATURE episodes, and **take-home activities**. A NATURE comic book for children ages 10 to 12, also free, and is distributed through retail outlets, education centers and museums nationwide, including the **American Museum of Natural History**.





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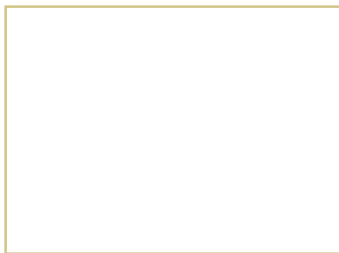


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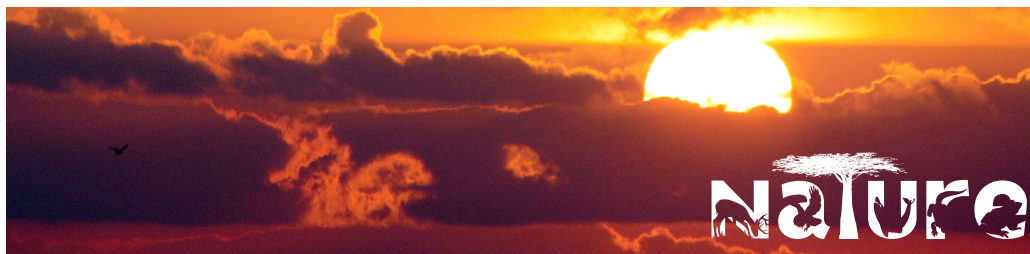
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PBS



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about PBS

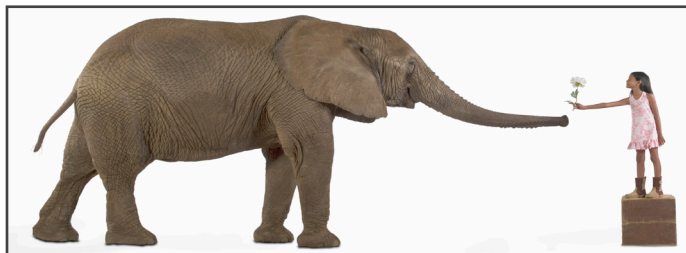
10 Daytime Emmys
35th Annual

PBS challenges conventions, pushes limits, and inspires new ideas. It invites collaboration, cooperation, and communication. It launches the human imagination into worlds of possibility, inspiring innovation, change.

PBS makes the future happen.

For almost 40 years, the Public Broadcasting Service, PBS has championed this quest for knowledge and experience. No other organization has done more with the power of media to discover our shared history, exalt our experience of the arts, explore our relationships to each other and the world around us, and ford the frontiers of science, technology, and medicine.

15 Parents' Choice
Awards for Television
2009



PBS, with its 356 member stations, offers all Americans—from every walk of life—the opportunity to explore new ideas and new worlds through television and online content. Each week, PBS reaches more than **65 million people** and invites them to experience the worlds of **science, history, nature and public affairs**; hear diverse viewpoints; and take front row seats to world-class drama and performances. PBS' broad array of programs been **consistently honored**

10 Primetime Emmys
60th Annual

2 Writers Guild of America Awards
60th Annual

by the industry's most coveted award competitions. Teachers of children from pre-K through 12th grade turn to PBS for digital content and services that help bring classroom lessons to life. PBS' premier children's TV programming and Web site, PBS KIDS Online, are parents' and teachers' **most trusted partners** in inspiring and nurturing curiosity and love of learning in children.





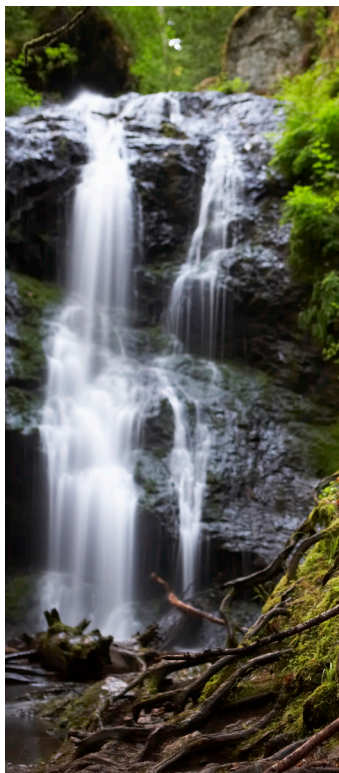
PBS' mission

The mission of the PBS Foundation is to enlist **philanthropic support** of public broadcasting through establishing special initiatives funds and a permanent endowment to ensure PBS's **continued excellence**, and to promote and **enhance** outstanding public broadcasting programs and services. Working collaboratively and cooperatively with member stations, the Foundation will secure the **extraordinary funding** necessary enhance its commitment to serving the American public. The **PBS** Foundation was formed in **2004** for the purpose of helping PBS thrive in this world of ever expanding digital technology and myriad media choices by providing a mechanism for **seeking, cultivating and receiving** extraordinary major gifts and grants at the national level. We have opportunities never before available to us in programming, education and community outreach—hallmarks of PBS that have made it the national treasure it is today. The Foundation was established by the PBS Board of Directors and is incorporated as a 501(c)(3) organization and a 509(a)(3) supporting organization to PBS.



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the NATURE story

Produced by Thirteen/WNET New York, **NATURE** is now in its **twenty-seventh season** on PBS. The series has won more than **450 honors** from the television industry, the international wildlife film community, parent groups, and environmental organizations - including **10 Emmy Awards**, three Peabody Awards, and the first honor ever given to a program by the Sierra Club. Recognizing NATURE's vast potential as a **learning resource**, Thirteen produces **educational materials** available **free of charge** to every elementary and middle school teacher in America. These include a Teacher's Guide, classroom poster, DVD of select NATURE episodes, and **take-home activities**. A NATURE comic book for children ages 10 to 12, also free, and is distributed through retail outlets, education centers and museums nationwide, including the **American Museum of Natural History**.



episode

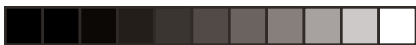


Frogs: The Thin Green Line



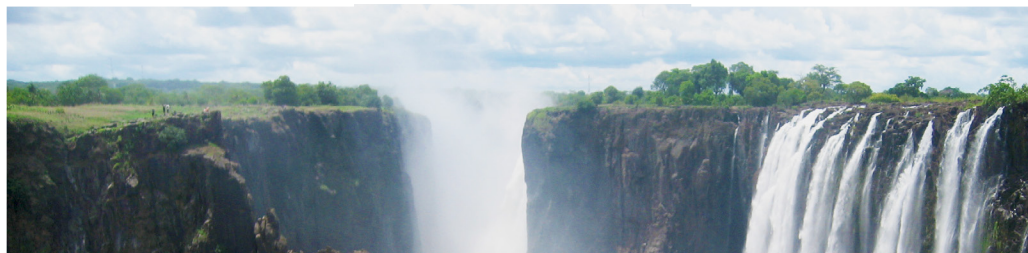
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Frogs have been living on this planet for more than **360 million years**, and over the centuries, evolved into some of the most wondrous and diverse creatures on earth. Today, however, all their remarkable adaptations and survival tactics are **failing** them. Recent discoveries are startling: more than a **third of all amphibians**—most of which are frogs and toads—have already been lost, and more are disappearing every day. It is an **environmental crisis** unfolding around the globe, traveling from Australia to North and South America. Where the calls of frogs once filled the air, scientists now hear only silence. **Ecosystems** are beginning to unravel, and the potential to discover important medical cures may be **lost forever**. Habitat loss, **pollution** and a **human population** that has **doubled** in the past 50 years have set the stage for their **diminished numbers**. But now, a fungus called **chytrid** has been identified as the major culprit, and so far the spread of the fungus can't be stopped. Frogs may seem small and insignificant, but their bodies may hold the key to important new discoveries in **medical research**. Our chances for the discovery of future **medical miracles** may be slipping away with the disappearance of these tiny creatures in our midst. The race is on to stem the tide—before the next frog crosses the **thin, green line**.



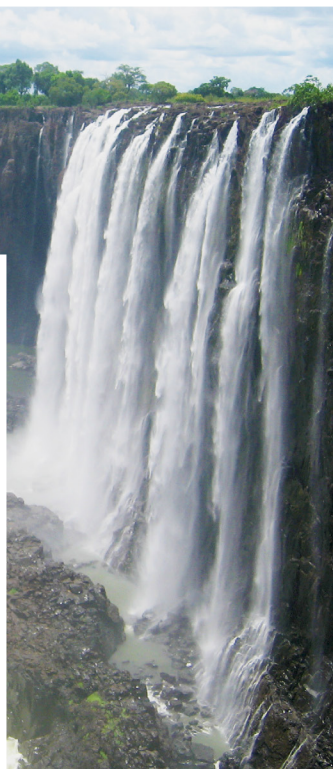


episode

Victoria Falls

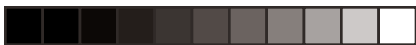


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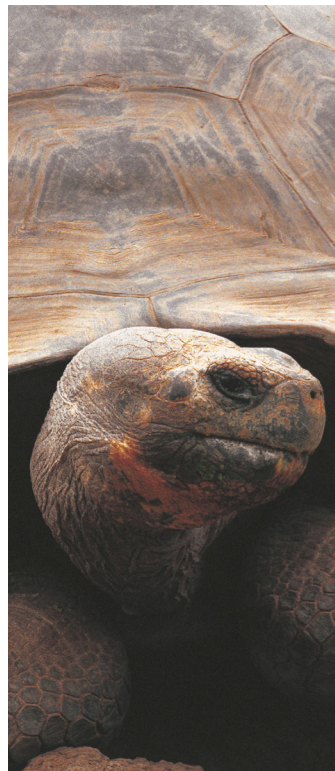
Victoria Falls, between the **Zambia** and **Zimbabwe**, is **over a mile wide**. No other waterfall in the world can match her scale. The Zambezi is known as the “**River of Life**,” but surviving by the river near Victoria Falls is

not always easy. At the peak of the rainy season, almost **300,000 gallons** of water cascade over the falls every second. Despite the danger, many birds, reptiles, fish, and mammals call this **area home**. And a fisherman, known as Mr. White, has **lived** in a nearby town for **74 years**, spending almost every day by the falls. NATURE joins Mr. White as he tells us Zambezi’s story—a story of the changing seasons and many moods of the river.



episode

3



The Loneliest
Animals

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Lonesome George, a Pinta Island tortoise from the Galapagos Islands, is the very last of his kind. For centuries, until they were believed to be **extinct**, his species kept sailors and pirates well-fed on the high seas. George alone survived. But when George dies, millions of years of **evolution will come to an end**. Other species, like Spix's macaws, lemurs, Iberian lynxes, rhinos and black-footed ferrets were well on their way to joining George as the



loneliest animals in the world until help arrived, providing hope for a better outcome. Each species in trouble presents **unique challenges**, including inbreeding and lack of genetic diversity, sibling rivalry on an extreme scale, and individuals who may never have seen another of their kind. The Loneliest Animals follows the plight of these incredible, **charismatic creatures** and the struggles of the dedicated conservationists who fight for them.



episode

Eagles of Mull



4



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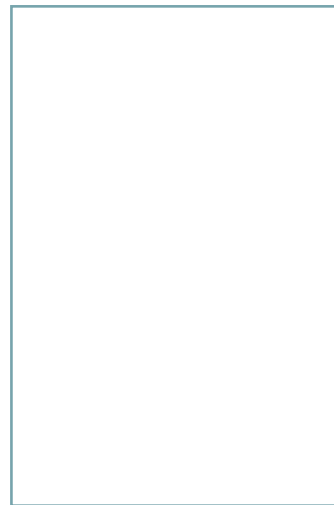


The **Isle of Mull** is the 4th largest Scottish island, and its **300-mile coastline** supports a wide range of species. The **golden eagle**, one of the most familiar birds of the region, presents a magnificent display of **colorful plumage** and powerful features. And another inhabitant is getting lots of attention—the **white-tailed sea eagle**, which was once **extinct** in the area, but has since been re-introduced and has taken up residence on Mull. It has a striking appearance, an enormous **8-foot wingspan**,



and **impressive hunting tactics**. The sea eagles can eat anything from fish to the occasional lamb, and can be seen soaring through the air with their prey dangling from their sharp talons. It's no mystery why their growing

presence has become a source of **pride for the island**. Watch as wildlife filmmaker **Gordon Buchanan** rediscovers his homeland, surprises himself with new findings, and falls in love all over again with the splendor and magic of Mull. As Buchanan says, there is "**always something to film**" while exploring Mull.





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