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**Veteran journalist Judy Woodruff profiles young Americans in  
*Generation Next 2.0***

**a PBS Documentary to air September 5, 2007 at 10 pm (check local listings)**

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.

On September 5, 2007, the second of Judy Woodruff's documentary reports profiling this generation, *Generation Next, 2.0*, will air at 10pm on PBS (check local listings.)

This program will round out and deepen a portrait of this generation – their hopes, beliefs and aspirations, and the impact they will have on virtually every aspect of American life as they soon grasp the reigns of political, business and societal leadership.

To get to know her subjects, veteran journalist Judy Woodruff, in partnership with MacNeil Lehrer Productions and supported principally by The Pew Charitable Trusts, traveled across the country in an RV interviewing young people – at colleges, in urban, suburban and rural settings, at workplaces and at home. Additional program funders include the Carnegie Foundation of New York and the Annie E. Casey Foundation.

Woodruff introduces viewers to a wide range of individuals, including a young entrepreneur from Alabama, an ex-convict and former gang member rebuilding his life in Los Angeles, a farmer trying to coax his future out of the Kansas cornfields, a single-mother struggling to raise 3 children, hold down a job and earn a degree in Detroit and a young lawyer and radio talk show host from California seeking to balance work and family.

“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.”

A representative survey completes the project's profile of Generation Next. **The Pew Research Center** completed a survey of 16 – 25 year olds earlier this year. In *Generation Next 2.0*, Scott Keeter of the Pew Research Center joins Judy Woodruff to illuminate some the key findings of this survey.

“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.”

Information about the documentaries, the Pew survey and related multimedia projects can be found at the Generation Next web site: <http://www.pbs.org/newshour/generation-next/index.html>

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 ([www.pewtrusts.org](http://www.pewtrusts.org)) is driven by the power of knowledge to solve today’s most challenging problems. Pew applies a rigorous, analytical approach to improve public policy, inform the public and stimulate civic life. We partner with a diverse range of donors, public and private organizations and concerned citizens who share our commitment to fact-based solutions and goal-driven investments to improve society.

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.

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](http://www.pbs.org/pressroom)

Photos and video trailers are also available at the Generation Next web site: <http://www.pbs.org/newshour/generation-next/about/press.html>

## **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 25<sup>th</sup>, 2004. Mills also produced “Time to Choose; a By the People Election Special for PBS on October 21<sup>st</sup>, 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.