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DANIEL PRESS
OLGA T. GRISWOLD PROFESSOR and CHAIR
ENVIRONMENTAL STUDIES DEPARTMENT
UNIVERSITY OF CALIFORNIA, SANTA CRUZ
SANTA CRUZ, CALIFORNIA 95064

March 18, 2009

Bob Anderson, Executive Producer
Red Willow Films
1787 Grace Avenue
San Jose, CA 95125

Dear Bob,

I have reviewed and very much enjoyed your pilot episode of "Eco Company," your educational show for young teenagers. In my view, it definitely meets the FCC criteria of "educational and informational" programming, given that each segment teaches children about environmental issues and offers inspirational examples of green entrepreneurialism.

Each segment in the pilot presented accurate information and focused on ways in which teenagers could learn more as well as participate in environmental stewardship. Of course, the program's particular twist is to focus on teenage entrepreneurs who pursue environmental goals on an equal level with their business aspirations. That's a powerful mix. And as long as the programming is produced in such a way that it will hold a child's attention, it will very much serve its educational and informational objectives.

I wish you the best of luck acquiring your E/I programming designation and in getting the show on the air. Please don't hesitate to contact me for further feedback.

Sincerely,

A handwritten signature in black ink that reads "Daniel Press". The signature is written in a cursive, flowing style.

Daniel Press