



SAN JOSÉ STATE
UNIVERSITY

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Mr. Bob Anderson
Red Willow Films
Program: Eco Company

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This is my 21st year as a Professor of Radio-TV-Film. My emphasis as a media scholar has been writing about cultural impact of media on us as individuals and as a society. I am pleased to see a program like ECO COMPANY being produced especially for the 13-16 year old age group: a group that is notoriously neglected in terms of education programming.

ECO COMPANY more than satisfies the FCC's mandate for "programming which furthers the positive development of children 16 years of age and under in any respect, including the child's intellectual/cognitive or social/emotional needs."

ECO COMPANY provides invaluable ecological information from a variety of perspectives (e.g., industry leaders, teachers, kids) in a variety of formats: vignettes on contemporary youth culture (e.g., fashion, music, etc.); eco-facts between vignettes; and, presentations by youth (as emcees or reporters.) The content is interesting and is presented at a high-energy pace. It provides examples of real young people, in real situations.

In the end, the program illustrates how everyone (young or old) can contribute to the overall health and future of our planet.

Regards,

Kimb Massey
Professor
Radio-Television-Film

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