

1988 CORPORATE AWARD
The Public Broadcasting Service

The objective of the Corporate Award of the Ecological Society of America is to identify and recognize a corporation, business, division, program, or an individual of a company for its accomplishments in incorporating sound ecological concepts, knowledge, and practices in its planning and operating procedures. This award was designed to encourage the use of ecological concepts in business and industry and to enhance communication among ecologists and the private sector.

The ESA Corporate Award is made annually in one of six categories. This year's category is Environmental Education, which includes organizations producing educational materials in print, film, video, software, or multi-media formats; conducting workshops or training sessions; or providing other types of educational products which are primarily concerned with environmental education.

The recipient of the first ESA Corporate Award is the Public Broadcasting Service. The Public Broadcasting Service is a private, non-profit corporation. Although non-profit, PBS

is a corporate entity receiving about 15% of its funding from the Federal Government and about 85% of its funding from non-federal sources, including businesses, individual subscribers, and universities.

After a thorough review of the nominations received this year in the Environmental Education category, the Corporate Awards Subcommittee decided that the Public Broadcasting Service best met the objectives of the ESA Corporate Award by providing programming services and high quality video programs focused upon achieving a greater public understanding of ecological systems and critically important ecological issues.

Mr. William T. Reed, Senior Vice President for Education Services, accepted the award for the Public Broadcasting Service at the banquet held during the 1988 Annual Meeting at the University of California at Davis.

Written by J. C. Randolph, Chair
Corporate Award Subcommittee

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