



# THE GREATEST GOOD

A Forest Service Centennial Film

## ***The Greatest Good* explores 100-year history of U.S. Forest Service**

SEATTLE – America’s public lands are its greatest treasures, and the saga of how these lands became national forests—as well as national grasslands, parks and wilderness areas—reveals a signal achievement of American democracy. Celebrating the centennial of the United States Forest Service, the extraordinary documentary ***The Greatest Good*** tells the epic story of the agency’s struggle to use and maintain the nation’s resources in the face of natural disasters, economic demands and political controversy.

Taking viewers on a breathtaking HDTV tour of America’s natural wonders from the Adirondack Mountains to the rainforests of the Pacific Northwest, the two-part, two-hour film also travels through time, exploring the legacy of conservation visionaries Gifford Pinchot, Bob Marshall and Aldo Leopold. Their ideas for the “wise use” of resources, the preservation of wilderness and a “land ethic” have shaped the evolution of the Forest Service and the management of national forests and grasslands. Today the public lands that they helped to establish offer inspiration and enjoyment to all who know them.

Narrated by veteran newscaster Charles Osgood, ***The Greatest Good*** uses rarely seen archival footage and photographs, spectacular scenic images and dozens of interviews to tell a compelling story of the American land. ***The Greatest Good*** premieres on public television stations April 1, 2006. (Please check local listings.)

In 1905, many years before “environmentalism” became a household word, the U.S. Forest Service was created by President Theodore Roosevelt and his Chief Forester, Gifford Pinchot, in an effort not only to conserve disappearing natural resources but also to maximize social benefits from those resources. Pinchot’s mission statement for his new agency declared that “... where conflicting interests must be reconciled, the question will always be decided from the standpoint of the greatest good of the greatest number in the long run.” ***The Greatest Good*** uses this maxim as its starting point and as an organizing theme. It traces Forest Service efforts to deliver the most benefits to the most people while remaining a good steward of the land. It is along this axis, the exploitation of nature and the protection of nature, that the story turns.

***The Greatest Good*** examines conflicts that have arisen in relation to such important natural resource issues as grazing, fire, wilderness, wildlife, watershed protection, recreation and, of course, timber. The film profiles Forest Service employees and environmental pioneers who invented new ways of addressing these conflicts.

Also featured in ***The Greatest Good*** are interviews with renowned historians and political activists, as well as representatives of national organizations and major corporations, who share their perspectives on a hundred years of conservation and the prospects for the future.

Says ***Greatest Good*** co-producer Steven Dunskey, “The management of public lands in a democratic society is inherently filled with controversy, so we decided that we were not going to make a film that was a glorious rendition of a flawless past—that we were going to talk about some of the mistakes that have been made, talk about some of the controversies and talk about what lessons we have learned from 100 years of federal forest management.” In addition to exploring conflicts between the need to conserve and the desire for public use, the film delves into such topics as historical paternalism and past exclusion of women in the agency as well as the controversies and dangers inherent in wild-land firefighting.

The story is presented in two one-hour programs:

**PROGRAM ONE:** Historical images from numerous archives across the country capture the early days of the conservation movement. In an era of unchecked exploitation, a new breed of leaders emerges with radical ideas about adopting practices that will benefit the greatest portion of the population.

In its early decades, the U.S. Forest Service has to invent the tools and policies needed to manage public lands. Natural and social disasters including catastrophic fires and the Great Depression have a powerful influence on the young agency.

**PROGRAM TWO:** World War II transforms the nation as well as the Forest Service. The agency shifts from a stewardship role of caring for the land to the role of production, fulfilling postwar demands. The multiple-use concept is put into action, and conflicts develop among competing interests.

In subsequent years, with a more outspoken public and increased environmental activism challenging the interests of logging and ranching communities, the Forest Service finds it difficult to determine the greatest good. A new scientific understanding of ecosystems helps form a vision for public land management that continues to evolve and guide the Forest Service.

Rich in visual imagery and featuring an original music score by Lance Bendiksen, *The Greatest Good* takes viewers on a journey as compelling as it is uniquely American.

*The Greatest Good* earned a 2005 CINE Golden Eagle Award, Platinum "Best of Show" honors in the "Documentary-Historical Event" category of the 2005 Aurora Awards, and the Videographer Award of Excellence in the 2005 Videographer Awards, and was a finalist in the 26th Annual Telly Awards. The documentary has been screened at numerous film festivals, including the Hazel Wolf Environmental Film Festival, the Black Bear Film Festival, the American Conservation Film Festival, the Wild & Scenic Environmental Film Festival, the Big Bear Lake International Film Festival (Audience Award for Best Documentary), the International Film Festival of Uruguay, the Catalonia International Environmental Film Festival and the Environmental Film Festival in the Nation's Capital.

**CREDITS:** *The Greatest Good* is made possible by The National Forest Foundation. Major funding is provided by the Fausel Foundation. Produced and directed by: Steven Dunsky and David Steinke. Associate producer/editor: Ann Dunsky. Writer: Steve Most. Videographer: Stevan Smith. Narrator: Charles Osgood. Original music: Lance Bendiksen.

*The Greatest Good* is presented nationally by KCTS/Seattle Public Television and is distributed to U.S. public television stations by American Public Television (APT).

###

**PRESS/PUBLICITY CONTACT:** Pat Mallinson, 206.443.6798, pmallinson@KCTS.org



# THE GREATEST GOOD

A Forest Service Centennial Film

## Program Fact Sheet

- Program description:** Celebrating the centennial of the United States Forest Service, this extraordinary two-part documentary tells the epic story of the agency's struggle to use and maintain the nation's resources in the face of natural disasters, economic demands and political controversy. Narrated by Charles Osgood and shot in HDTV, the film uses rarely seen archival footage and photographs, spectacular scenic images and dozens of interviews to tell a compelling story of the American land.
- Program length:** 2 x 60
- Formats:** HDTV, NTSC Letterbox
- Feed for record:** NTSC Letterbox: Saturday, March 25, 2006—  
Program #101: 2100-2200ET /511  
Program #102: 2200-2300ET /511  
HDTV: DT2A feeds TBA; details will be posted by APT.
- Public television premiere:** Release date is Saturday, April 1, 2006. (Please check local listings.)
- Program tie-ins:** Earth Day is April 22, 2006.  
National Arbor Day is April 28, 2006: [arborday.org](http://arborday.org) (Many states observe their own Arbor Day. To find individual state Arbor Day dates, go to this site and click on "Arbor Day," then on "Arbor Day Dates.")  
National Trails Day is June 3, 2006: [americanhiking.org](http://americanhiking.org)  
National Public Lands Day is September 30, 2006: [npld.com](http://npld.com)
- Production and funding credits:** *The Greatest Good* is made possible by The National Forest Foundation. Major funding is provided by the Fausel Foundation. Produced and directed by: Steven Dunsky and David Steinke. Associate producer/editor: Ann Dunsky. Writer: Steve Most. Videographer: Stevan Smith. Narrator: Charles Osgood. Original music: Lance Bendiksen.
- Ancillary products:** DVD: *The Greatest Good*  
Cost: \$24.95 plus shipping and handling  
Book: *The Forest Service and the Greatest Good: A Centennial History*  
Cost: \$20.00 plus shipping and handling  
To order: 1.800.937.5387 or [channel9store.com](http://channel9store.com)
- Interviews:** Local Forest Service personnel are available for interviews with interested press as well as for appearances on public television stations' public-affairs and other programs. To arrange an interview, please contact the nearest National Forest Service office and ask for the Public Affairs Officer. (To locate the appropriate office, go to [fs.fed.us/](http://fs.fed.us/) and use the "By State" feature to select your state and your nearest National Forest or National Grassland.)
- Publicity contact:** Pat Mallinson  
KCTS/Seattle Public Television  
206.443.6798  
[pmallinson@KCTS.org](mailto:pmallinson@KCTS.org)
- Station relations:** Tom Niemi  
KCTS/Seattle Public Television  
206.615.5445  
[tniemi@KCTS.org](mailto:tniemi@KCTS.org)



# THE GREATEST GOOD

A Forest Service Centennial Film

## About the Production Team

**David Steinke** is currently assistant director for public affairs in the U.S. Forest Service's Rocky Mountain Region. A 26-year veteran of the agency, Steinke runs the Region's Creative Services Department, which produces videotapes, presentations, exhibits and Web content and oversees some training and meeting facilitation. Steinke also has been involved with fire for his entire Forest Service career and is currently qualified as a fire photographer and Type I Incident Information Officer, a position in which he provides information officer training.

**Steven Dunsky** has been a writer/producer/director with the Forest Service for the past 15 years. He collaborates with his wife, Ann, who works for the agency as an editor. Their productions are shown in visitor centers from Washington, D.C., to Washington state and from Alaska to Indonesia. Several of their programs have been presented on public and cable television, and the pair has won several awards for their work.



## About KCTS/Seattle Public Television

KCTS/Seattle serves viewers by producing and presenting quality information and entertainment programs that reflect its mission to "inform, involve and inspire."

KCTS' production credits include six seasons of the award-winning series, *Bill Nye the Science Guy*<sup>®</sup>; the Emmy-nominated series, *The Perilous Fight: America's World War II in Color*; the PBS specials *The Video Game Revolution* and *Inside Passage* and the forthcoming PBS documentary *Exploring Space: The Quest for Life* (premiering in March 2006); such popular how-to series as *Nick Stellino's Family Kitchen*, *Chefs A' Field* and *Graham Kerr's Gathering Place*—all distributed by American Public Television—and the APT-distributed science series *The Eyes of Nye*.

KCTS press contact: Pat Mallinson, 206.443.6798 or [pmallinson@KCTS.org](mailto:pmallinson@KCTS.org).

For more information about KCTS, visit [KCTS.org](http://KCTS.org).

## About American Public Television

For 44 years, American Public Television (APT) has been a prime source of programming for the nation's public television stations. APT distributes more than 10,000 hours of programming including *JFK: Breaking the News*, *Simply Ming*, *Globe Trekker*, *Rick Steves' Europe*, *Julia and Jacques Cooking at Home*, *Battlefield Britain*, *Jungle*, *America's Test Kitchen*, *Lidia's Family Table* and classic movies. APT is known for identifying innovative programs and developing creative distribution techniques for producers. In four decades, it has established a tradition of providing public television stations nationwide with program choices that enable them to strengthen and customize their schedules.

Press contact: Donna Hardwick, 617.338.4455, ext. 129, or [Donna\\_Hardwick@APTonline.org](mailto:Donna_Hardwick@APTonline.org).

For more information about APT's programs and services, visit [APTonline.org](http://APTonline.org).



# THE GREATEST GOOD

A Forest Service Centennial Film

These stills are available for press to download from [KCTS.org/press](http://KCTS.org/press).

**PUBLICITY CONTACT:** Pat Mallinson  
KCTS/Seattle Public Television  
206.443.6798  
[pmallinson@kcts.org](mailto:pmallinson@kcts.org)

1



2



3



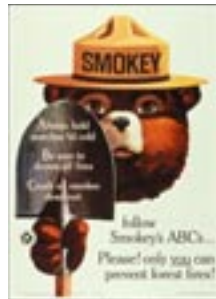
4



5



6



7



8



1. Special agent J.T. Jardine fights a fire in Oregon's Willowa National Forest. Credit: W.J. Lubken, 1908.
2. A Civilian Conservation Corps enrollee, photographed in California's Angeles National Forest. Credit: E.E. Dunham, March 1939.
3. Gifford Pinchot, an active conservationist, was the first Chief of the Forest Service. Credit: Grey Towers National Historic Landmark.
4. Chief Forester Gifford Pinchot and President Theodore Roosevelt visit on the deck of a steamship during a 1907 inspection trip on the Mississippi River.
5. Judy Bell, daughter of a New Mexico game warden, with a bear cub rescued from a fire in New Mexico's Lincoln National Forest. The cub later attained fame as the living symbol of Smokey Bear. Credit: Harold Walter, courtesy of USDA Forest Service
6. A Smokey Bear poster. Credit: National Archives and Records Administration.
7. Title graphic
8. Composite graphic from the program.