



**DJUSD**

DAVIS JOINT UNIFIED  
SCHOOL DISTRICT

Heidi Perry  
Robert E. Willett Elementary Principal

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1207 Sycamore Lane ♦ Davis, CA 95616 ♦ (530) 757-5460 ♦ FAX: (530) 757-5428 ♦ [www.djUSD.net](http://www.djUSD.net)

*June 2, 2015*

*Bob Anderson  
Executive Producer  
Eco Company*

*Re: Educational value of Eco Company television series*

Dear Mr. Anderson,

I am writing to thank you as a veteran teacher of twenty years, for providing educational programs that not only motivate my students, but also align so seamlessly with the new Common Core curricular expectations. The new Common Core standards require deeper understanding of content, an ability to synthesize numerous credible informational resources, and an advanced level of critical thinking to solve real world problems. Your programs support these expectations.

My students were not only inspired by your enthusiastic hosts, but also by the idea that young people really can make a difference in the world. The presentation of current environmental issues being tackled by youth has motivated them. One student told me, "Eco Company is meaningful to kids because, in the 'Oysters and CO<sub>2</sub>' episode, they get future generations involved." Another student implied the same when she said, "In the 'Hydrogen Vehicles' episode, we learned more about the dangers of CO<sub>2</sub>, but also that there's hope for change. I think it's smart to emphasize what we should expect from cars by the time we are driving in a few years." When students feel so empowered, they work hard to learn more.

As a teacher, I was impressed with the academic rigor your shows include. Academic language was incorporated throughout each episode. Terms like 'grid,' 'frame of reference,' 'ecosystem,' 'biodiversity,' and 'endemic and invasive species' made each episode a lesson in scholarly communication. Essential educational concepts were prevalent and accurately presented. For instance, Hydrogen being the most abundant element, ocean acidification, the ocean being a 'sponge' for CO<sub>2</sub>, climate change, sustainable packaging, carbon emissions, fuel cells, the economics of future markets, just to name a few, were all discussed by specialists in the field. Young hosts interviewing experts in each field suggests a

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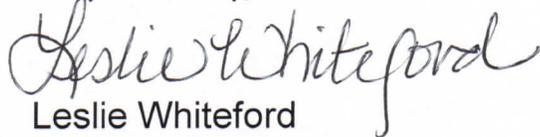
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collaborative approach to problem solving, another Common Core expectation. Collaboration was further exemplified in the "Santa Cruz Island" episode where ecologists, biologists, high school students, Nature Conservancy personnel, and US Park Service representatives were all working together to save the endangered foxes.

By making experts accessible in such an engaging manner, you are empowering today's youth to understand that they can make a difference now. They too, can "Be part of the solution."

Thank you for enhancing my students' understanding, motivating them to learn, and inspiring their passion to save our planet.

Very Sincerely,

A handwritten signature in cursive script that reads "Leslie Whiteford". The signature is written in black ink and is positioned above the printed name.

Leslie Whiteford