

## Professional Experience

- 2011-15. **Executive Director and President**, Public Television Major Market Group. Retired 31 July 2015
- 2008-10. **Interim Chief Executive Officer** (Mar.-Sep. 2008), **Interim President and Chief Executive Officer** (Oct. 2008-Jan. 2009), **Executive Vice President** (interim, Jan. 2009-Apr. 2009), **Senior Vice President, System Resources & Technology** (Apr. 2009-Dec. 2010), National Public Radio, Washington, DC. Retired 31 December 2010.
- 1978-2008. **Associate Vice President and General Manager** (1995-2008), Educational and Public Media; General Manager, KWSU Radio-Television Services (1978-1995), Washington State University, Pullman. Retired 6 March 2008.
  - Northwest Public Radio, a two program service network of 13 stations and 11 translators throughout Washington and adjoining parts of Idaho and Oregon;
  - Public television stations KWSU, Pullman and KTNW, Richland-Kennewick-Pasco;. And
  - WSU Academic Media Services, the nation's largest statewide videoconferencing service, plus instructional media support for the Pullman campus.
- 1975-78. **State Coordinator for Idaho Public Broadcasting**, Idaho State Board of Education, Boise.
- 1972-75. **Director of Administration** (most recent title), South Dakota Public Broadcasting, Vermillion.
- 1965-72. Broadcast technician, South Dakota Public Broadcasting (1969-72); United States Air Force service in California, Guam and Mississippi as communications specialist (1966-69); and telephone technician, Alsen Community Telephone Co., Beresford, South Dakota (1965-66).

## Leadership: Boards of Directors

- 2008-present, **American Public Television** (APT) Board of Trustees. Vice-Chair, 2013-2015
- 2008-09, **National Public Media** Board of Directors. Chairman.
- 2005-09, **National Public Radio** Board of Directors. Chairman, 2007-2008. Committee memberships: Distribution/Interconnection (2005-2007, vice-chair 2006-2007), Executive (chair, 2007-08), Governance (2005-06), Membership (2006-2007). **National Public Radio Foundation Board of Trustees**, 2007-2008.
- 2005-08, **Association of Public Television Stations** (APTS), Board of Trustees and **APTS Action Inc.**, Board of Directors. Committee memberships: APTS/PBS Digital Carriage Negotiation, Regulatory Policy and Universal Service
- 2004-08, **University Licensee Association** (television) Executive Board
- 2004-07, **Integrated Media Association** (radio, television) Board of Directors
- 1997-03, **Public Broadcasting Service** (PBS) Board of Directors. Committee memberships: Strategic Planning Working Group (2003), Executive (1997-2001), Membership (1997-2003), New Technologies (1997-2001, chair 1997-2000), Interconnection (chair 2000-01, member 1991-98 and 2000-01), Nominating (2001-02), Technology & Distribution (vice-chair and Interconnection Replacement Project Chair, 2001-03).
- 1995-2001, **Northwest Public Affairs Network** (radio) Board of Directors
- 1991-95, **Program Resources Group** (television), co-organizer and Board of Directors
- 1989-95, **Pacific Mountain Network** (television) Board of Governors, vice president 1994-95, secretary 1990-92.
- 1989-2000, **Small Station Association** (television), Steering Committee, National Coordinator 1995-97
- 1986-94, **Station Resource Group** (radio), Board of Directors, Chair 1990-93
- 1986-92, 1994-98, **West Coast Public Radio**, Board of Directors, president 1994-96, vice president 1990-92, treasurer 1988-90, secretary 1986-88
- 1982-88, **Fine Arts Radio Inc.**, vice president and general manager
- 1984-87, **Washington-Idaho Symphony Association** Board of Directors
- 1982-83, **Cable Board for Learning and Education** (Spokane, WA) Board of Directors

- 1978-2008, **Washington Public Broadcasting Association** Board of Directors (radio, television), five-time past president
- 1977-78, **Friends of Channel 4, Inc.**, co-organizer and treasurer

### Leadership: Initiatives

- Public Service Publisher initiative, 2004-07
- Reforging the Links Future Fund project core group, 1999-2004
- Northwest Advanced Digital Distribution Entity project (principal investigator), 1999-2003
- Public Television Internet2 Next Generation Interconnection project (principal investigator), 1999-2003
- [publictelevision.org](http://publictelevision.org) initiative, 1999-2000.

### Leadership: Committee Service (selected)

- **Affinity Group Coalition**, liaison from Public Television Major Market group to AGC revenue and efficiencies committees, 2011-present
- **Association of Public Television Stations**, (see Boards of Directors above for board committees) Future of Media Task Force, 2014-present; Spectrum Opportunities Task Force, 2013-14; Infrastructure Planning Group, 2001-02; Legislative Advisory Group, 1999-2008; Engineering Advisory Group, 1999-2008; "Countdown '97" Core Working Group, 1997-98; Industry Issues Advisory Committee 1992-96; board nominating committee 1996.
- **Corporation for Public Broadcasting**, General Managers Spectrum Consultation, 2013; Reviewing At-Risk TV Stations, 2011; Content Accessibility Working Group, 2007-08; Joint Digital Advisory Committee, 2007; System Support Funds Advisory Panel, 2006; Digital Rights Task Force, 2006; System Financial Sustainability Steering Panel, 2004-05; Public Broadcasting Metadata Dictionary Project, 2002-04; Digital Consultation Panel, 2001-08; Digital Radio Advisory Panel, 2002-04; Television Community Service Grant Review Panel, 2001-02; Broadband/Interactive Media Study Group, 2000-01; Digital Funding Task Force, 1998-2000; Digital Advisory Group, 1998-99; Digital Broadcasting Strategic Planning Steering Committee, 1997-98; Television Future Fund Advisory Panel 1995-97; facilitator, Transition Fund meeting, January 1995; television grant review committee 1990-93; radio grant review committee 1985.
- **Higher Education Telecommunications Consortium**, chair, Internet2 committee, 1998-2003.
- **International Workshop on Digital and Computational Video**, Advisory Committee, 1999-2004.
- **National Public Radio**, (see above for board committees) Organizing group/steering committee, podcasting pilot, 2005-07; Station Satellite Strategy Group, 2004; Technology Design Committee, 2002; Digital Transition Advisory Committee, 2001-05; Public Radio Conference Task Force, 2001; Distribution/Interconnection Design Advisory Group, 2000-05; facilitator, NPR "Great Minds" Technology Retreat, May 2000; Internet Services Advisory Group (NetSAG), 2000-02.
- **Public Broadcasting Service**. (see above for board committees) Station Management Center User Group, 2014; Digital Opportunities Task Force, 2012-; Interactive Station Advisory Council, 2012-13; PBSi Stakeholders Group, 2006; Broadcast Operations & Engineering Efficiencies Committee, 2003; Digital Television Advanced Traffic and Programming Project Executive Steering Committee, 2001-03; Adult Learning Service Technology Certificate Program Advisory Group, 2000-02; Enhanced Underwriting Subcommittee, 1998-99; President/CEO Search Committee, 1999-2000; Engineering Committee Interconnection Working Group, 2000.
- **Public Broadcasting Intranet Steering Committee**, 1999-2000
- **Public Interactive**. Content on Demand advisory committee, 2004-05.
- **Public Broadcasting Future Vision Initiative** participant, 1999.
- **Station Resource Group**, Audience Growth Task Force, 2008-present; Multi-Station/Multi-Service Task Force 1993-94.
- **Washington K-20 Educational Network**, Network Technical Steering Committee, 1999-2008, Technical Working Group, 1996-99.

- **Washington State University**, member Enterprise Resource Planning requirements committee, 2007-08; chair, Videoconferencing Policy Committee, 2004-07; chair, IP Videoconferencing Coordination Committee, 2003-04; Videoconferencing Framework Committee, 2001; WSU President's Cabinet, 2000-08; Voice, Video and Data Convergence committee, 1999-2000; Advisory Committee for Computing and Telecommunications, 1998-2007, Executive Committee, 1998-2007; Academic Steering Committee for Computing and Telecommunications, 1989-98.
- **Other:** City of Spokane, WA cable refranchise committee, ca. 1980; City of Pullman, WA cable refranchise committee, 1983.

## Consulting and Business

- Nebraska Educational Telecommunications, strategic planning, 2016
- FCC broadcast incentive auction consultations (clients redacted for confidentiality), 2015-16:
  - Top 10 DMA university licensee (1 station)
  - Top 15 DMA community licensee (2 stations)
  - Top 15 DMA and top 125 community licensee (3 stations)
  - Top 20 and top 100 DMA community licensees (3 stations, 2-licensee collaboration)
  - Top 20 DMA community licensee (1 station)
  - Top 20 and top 40 DMA community licensee (2 stations)
  - Top 30 DMA community licensee (1 station)
  - Top 40 DMA community licensee (2 stations)
  - Top 75 DMA university licensee (1 station)
  - Top 100 DMA community licensee (2 stations)
  - Top 100 DMA community licensee (1 station)
  - Top 125 DMA state network (2 stations)
- South Dakota Public Broadcasting, strategic planning, 2015-16
- University Licensee Association, FCC incentive auction spectrum white paper, 2014
- WFYI, Indianapolis, Indiana and WIPB, Muncie, Indiana, collaboration facilitation, 2014
- Bowling Green State University, WBGU-TV assessment, 2011
- Alaska Public Media "G5" Collaboration, 2010
- WNIT-TV, South Bend, Indiana, 2010
- Alaska Public Telecommunications, Inc., Anchorage, 2005, 2006, 2007-08
- WNIN-FM/TV, Evansville, Indiana, 2007
- WUSF-FM/TV, Tampa, Florida, 2006
- NJN-New Jersey Public Television and Radio, Trenton, 2006
- Rocky Mountain PBS, Denver, Colorado, 2006
- Indiana Public Broadcasting Stations, Inc., Indianapolis, 2006
- KUHF-FM/KUHT-TV, Houston, Texas 2005
- Corporation for Public Broadcasting, HD Radio Program Associated Data Project, Washington, DC, 2004-05
- Corporation for Public Broadcasting, Digital Distribution Implementation Initiative, Washington, DC, 2001-03
- WCEU-TV, Daytona Beach, Florida, August 2003
- Alaska Public Broadcasting, Inc., Anchorage, Alaska, January 2002
- KUAC-FM/TV, University of Alaska, Fairbanks, November 2001
- WPSX-TV, Pennsylvania State University Public Broadcasting/World Campus, State College, Pennsylvania, August 2001
- AT&T, Atlanta, Georgia, 1995, for microwave transmission engineering training
- Computech, KXLY-TV, Reid Broadcast Communications, Rock Associates, Trinity Broadcasting, and WTXF-TV, 1991-95, on various transmission engineering matters
- Adjunct instructor in media management, Washington State University, 1981-86, and University of Idaho, 1986 and 1988.

- Principal, H2A Communications. Part-time business that developed and marketed software for transmission engineers in the microwave and broadcasting industries, 1983-96
- Tribune Publishing Co., Inc., Lewiston, Idaho, on LPTV filings, 1983-84
- KGTS-FM, College Place, Washington, on an FM construction permit application, 1983
- KYME Broadcasters, Boise, Idaho, on a commercial FM channel allocation, 1977-78

### **Awards/Recognition**

- Public Television Major Market Group, William Kobin Public Television Leadership Award in recognition of a career of outstanding leadership: visionary, statesman, friend; March 2015
- Association of Public Radio Engineers Technology Visionary Award, September 2010.
- Integrated Media Association 2008 Golden Mouse Award, for vision and leadership in the challenges of new media for public broadcasting, February 2008
- Public Radio Regional Organizations Award, for contributions made on behalf of public radio stations nationwide, May 2006.
- APTS EDGE (Excellence in Digital transition, Groundbreaking partnerships, and Educational technologies) award, February 2002.
- Listed in Marquis publications: *Who's Who In America*, *Who's Who in the West*, *Who's Who of Emerging Leaders in America* and *Who's Who in Entertainment*.

### **Selected Presentations & Panels**

#### **[2011-2015]**

- Numerous presentations to the Public Television Major Market Group, the Affinity Group Coalition, the University Licensee Association, the Organization of State Broadcasting Executives, and the Small Station Association

#### **[2013]**

- Integrated Media Association/Greater Public Leadership Seminar, "Margin to Mission: A Look at the Local/National Ecosystem;" Organization of State Broadcasting Executives, "PBS Station Ecosystem: Analysis of 2011-12 SABS Data;" PBS/CPB General Managers Strategy Meeting, session leader, "Emerging Strategies for Public Media Infrastructure"; PBS General Managers Digital Media Workshop, introduction and goals

#### **[2012]**

- Public Broadcasting Service Digital Opportunities Task Force, "Web Performance;" Public Broadcasting Service Annual Meeting, session leader, "Future Proof: Get Ready for What's Next;" Integrated Media Association CEO Summit, "Tech Trends Most Significantly Disrupting Pub Media;" University of Southern California Annenberg School for Communication and Journalism/American University School of Communication Winter 2012 Forum on Public Media Futures, "Reflections on Public Television's Future"

#### **[2011]**

- Rutgers Institute for Information Policy & Law, The Future of New Jersey Public Media, panel on national public media innovations; APT board meeting, "Business Drivers of the Public Television System;" PBS board retreat, "Business Drivers of the Public Television System;" PBS/CPB Round Robin meeting, "Be More PBS—Be More Local;" PBS Strategic Planning Advisory Group, "Be More PBS—Be More Local;" Affinity Group Coalition, "Be More PBS—Be More Local;" Vermont Public Radio, board of directors retreat

#### **[2010]**

- Forrester Leadership Boards CIO Group Member Meeting; DAVID Systems Tri-Media Symposium, *Bayerischer Rundfunk* (Bavarian Broadcasting), Munich, Germany, "Reconciling Broadcast and Web Culture"

#### **[2009]**

- Western States Public Radio, NPR update

#### **[2008]**

- Vermont Public Radio, NPR and technology update; Public Radio In Mid America, NPR and technology update; Florida Public Broadcasting, NPR and technology update; Beyond Broadcast 08,

“Visualizing Public Media Futures Panel;” PBS Showcase 2008, “Public Broadcasting CEO Panel;” Economics of Social Media Conference 2008, “Campaign ’08: Media and Candidates Mixing It Up (or getting mixed) by Social Media,” panel moderator; Public Media Conference 2008, “What’s Next In Technology,” panel moderator

**[2007]**

- Iowa DTV Symposium, “Myth, Media and Meta: Three Information Epochs and What They Mean for Broadcasting” Public Broadcasting Service Showcase 2007, “February 2009: Are Your Viewers Ready? Are *You* Ready;” Public Broadcasting Service General Managers Meeting, “End of Analog: Top Public TV Over-the-Air DMAs”

**[2006]**

- Iowa DTV Symposium, “Opening the Gate: Expanding Local Service Through Online Content Partnerships;” Open Content and Public Broadcasting Conference, “What Is Open Content and Why Does It Matter to Public Broadcasting?”; National Science Foundation Experimental Program to Stimulate Competitive Research Public Information Officer Workshop, “New Media Strategies;” National University Telecommunications Network 2006, “Distance Learning 2.0: Using Next-Generation Information Systems to Enhance Learning;” PBS Showcase General Managers Seminar, “Three On-Demand Wins: Stations in an On-Demand World”; New America Foundation public affairs forum, “How Will the BBC and PBS Transform Themselves in the Emerging Era of Online, On-Demand Media”; Southeastern Universities Research Association/Video Development Initiative Conference; Washington State University Information Technology Forum, “Content Delivery & Management;” Public Television Major Market Association, “Open Media Network Briefing”

**[2005]**

- Digital Future Initiative, “Open Media Network: Reinventing Public Broadcasting;” WGBH Educational Foundation, “Public Service Publisher Update;” Public Broadcasting Service Board Retreat, “PSP/OMN Update;” Small Station Association, “Open Media Network Briefing;” Organization of State Broadcasting Executives, “OSBE On-Demand Update;” Iowa DTV Symposium, “Media On-Demand Update: Toward Public Broadcasting 2.0;” National Educational Telecommunications Association Education Council, “Open Media Network Update;” University Licensee Association, “Open Media Network Update;” Best Practices in Journalism: Assessing Local Production; Western Knight Center for Specialized Journalism, “Channeling Public Interest Media: Reporting on the Public Broadcast System;” PBS Technology Conference, “PBCore Metadata Dictionary;” PBS Interactive Masters Seminar; WSU Information Technology Forum, “The Future of Video Services at WSU;” Public Broadcasting New Media Summit; Southeastern Universities Research Association/Video Development Initiative Conference, “The Public Service Publisher Initiative: Media Content Aggregation Meets XML;” Integrated Media Association conference, “PBCore Metadata Dictionary;” Integrated Media Association conference, “Public Service Media in a My Time World;” (with Stephen Hill) Integrated Media Association conference, “The Public Service Publisher Initiative”

**[2004 and before]**

- Fall Internet2 conference, 2004; Southeastern Universities Research Association/Video Development Initiative Conference, 2004; 2004 Public Radio Leadership Forum (host for technology sessions); Public Radio Program Directors Conference, “Disruptive Technologies and Public Radio Jobs,” 2003; Public Radio Conference 2003, “Managing Content: The Real Test of Being Digital,” 2003; Public Radio Conference 2003, “The Enthusiastic Skeptic: Disruptive Innovation and Public Radio,” 2003; Pacific Mountain Network board retreat, 2003; 2003 Integrated Media Association conference; National Educational Telecommunications Association conference, 2003; National Educational Telecommunications Association conference, “Public Broadcasting Strategic Investment Scenarios,” 2002; WGBH Asset Management Symposium, 2002; PBS Annual Meeting, 2002; Public Broadcasting Management Association conference, “Northwest Advanced Digital Distribution Entity,” 2002; Public Broadcasting Management Association conference, “PBS Next Generation Interconnection System,” 2002; Public Radio Conference, “New Spectrum for Public Radio,” 2002; PBS Technology Conference (Transition Fund event), “Northwest Advanced Digital Distribution Entity,” 2002; Evolving Links meeting, 2002; Alaska Public Broadcasting Joint Venture, “Technology Trends in Public Broadcasting,” 2002; PBS Annual Meeting 2001; 2001 PBS Technology Conference; Reforging the Links conference, “Technology Trends in Higher Education and Public Broadcasting;”



2000 PBS Technology Conference; 2000 National Telecommunications and Information Administration Small Market and Rural Television Roundtable; 1999 Public Broadcasting Service annual meeting, "I Love My DTV;" 1998 Public Broadcasting Service fall planning meeting; 1998 Public Broadcasting Service annual meeting; 1998 Western Association of Branch Campus Administrators conference; 1998 joint PBS/CPB boards retreat; 1997 Public Radio Conference; 1996 PBS Development Conference; 1996 Public Broadcasting Service annual meeting; 1996 Pacific Mountain Network annual meeting; Witness, U. S. House of Representatives, Committee on Commerce, Subcommittee on Telecommunications and Finance, concerning the future of public broadcasting, 1995; 1995 Public Telecommunications Financial Managers Association annual meeting; 1990 Public Radio Conference; 1986 Public Radio Conference, "Improving Opportunities for Women and Minorities in Management" NAEB seminar, 1980; National Association of Educational Broadcasters annual meeting, 1979

## Publications

- "ATSC 3.0 brings exciting capabilities, time-sensitive challenges," *Current*, May 17, 2016
- "A 'racing form' for the FCC spectrum auction," *Current*, January 11, 2016
- Weblog: [www.technology360.com](http://www.technology360.com), Fall 2003-present
- "Reconceived public stations can 'be more PBS' and be more local," *Current*, January 30, 2012
- *It's the Combination That's Powerful: "All Known Thought" On Radio Innovation*, monograph, National Public Radio, 2010.
- "Through the looking glass to Public Broadcasting 2.0," *Current*, February 21, 2006
- "It's About Time" (archived at Current as "My Time"), *Current*, November 15, 2004
- "DTV: Should we bet the farm on a digital-only strategy?" *Current*, February 23, 2004
- *Sustaining the Mission: Radio Strategic Investment Scenarios*, Corporation for Public Broadcasting, October 21, 2003
- *Sustaining the Mission: Television Strategic Investment Scenarios*, Corporation for Public Broadcasting, October 21, 2003
- Digital Distribution Implementation Initiative (DDII) Dispatches, Corporation for Public Broadcasting:
  - No. 14, *CoastAlaska: A Virtual Broadcast Group Case Study*, 9/4/2003
  - No. 13, *Northwest Advanced Digital Distribution Entity – Epilogue*
  - No. 12, *Station Capacity for Change*, 1/29/2003
  - No. 11, *Consultant's Provocations on the Scenarios*, 1/10/2003
  - No. 9, *Television Digital Investment Scenarios*, 2/4/2003
  - No. 10, *Radio Digital Investment Scenarios*, 1/10/2003
  - No. 7, *PBS Orion (DTV/ATP) and PBS Connect*, 6/28/2002, updated 10/11/2002
  - No. 6, *NPR PRSS ContentDepot*, 6/28/2002, updated 10/18/2002
  - No. 8, *Digital Asset Management*, 6/7/2002, updated 10/18/2002
  - No. 3, *Advanced Networking*, 5/10/02, updated 9/19/2002
  - No. 5, *Public Television Next Generation Interconnection System*, 6/7/02, updated 10/1/2002
  - No. 4, *Northwest Advanced Digital Distribution Entity*, 5/10/2002, updated 9/19/2002
  - No. 2, *Survey of Multi-Station Public Broadcasting Technology Initiatives*, 4/26/2002, updated 11/8/2002
  - No. 1, *Introduction to the DDII*, 4/10/2002, updated 2/8/2003
- "We need not bake our own cookies," *Current*, June 2, 2003
- *Toward A Public Broadcasting Digital Commons*, Corporation for Public Broadcasting, Fall 2001
- "In 2000, interconnection got interesting, and along came Pubster," *Current*, December 4, 2000
- "A Collaborative Interconnection Architecture for Public Television," *Proceedings, International Workshop on Digital and Computational Video* (12/99), University of South Florida, 2000.
- "Reception Woes Ahead: Minding DTV P's and Q's," *Current* (August 24, 1998)
- "Practical Line-of-Sight Path Evaluation," chapter in *The ARRL UHF/Microwave Experimenter's Manual* (Newington, CT: American Radio Relay League, 1990)

- "Path Selection -- Parts 1 and 2," *QEX* (December 1988 and January 1989)
- "Microwave Path Evaluation," *Ham Radio* (January 1978)

## Education

- M.A., Government (public administration), University of South Dakota, 1975
- B.S., *magna cum laude*, Government (political theory and methodology), University of South Dakota, 1972. Elected to Phi Beta Kappa and Pi Sigma Alpha honor societies
- Advanced Management Development Program, Harvard University, 1979

## Personal

Born in Wadena, Minnesota. Married 2010 to Mhairi G. MacDonald (Ginzburg), MBChB, FRCP(E), FRCPH, DCH, a retired neonatal pediatrician and professor. Two stepchildren, one step-grandchild. Married 1977 to Sandra Smith (Watkinson), PhD, a professor of journalism and mass media; widowed 2007. Two children, Anna (Haarsager) Halloran, and Andrew Haarsager; two grandchildren. Married 1966 to Julie Wince, divorced 1976. One child, Jennie Haarsager-Lieske; two grandchildren.

## Contact

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