

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 and Trustees

- 2017-present, **Maine Public Broadcasting Corp.**, Board of Trustees. Committees: Strategic Planning, Facilities (chair), Governance.
- 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.

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- 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 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.

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- **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

- Houston Public Media, technology plan evaluation, 2017
- WEDU, Tampa, Florida, strategic planning, 2016
- Nebraska Educational Telecommunications, strategic planning, 2016
- FCC broadcast incentive auction consultations (clients redacted for confidentiality), 2015-16, 13 engagements involving 22 stations:
 - Top 10 DMA community licensee (1)
 - Top 10 DMA university licensee (1)
 - Top 15 DMA community licensee (2)
 - Top 15 DMA and top 125 community licensee (3)
 - Top 20 and top 100 DMA community licensees (3-station, 2-licensee collaboration)
 - Top 20 DMA community licensee (1)
 - Top 20 and top 40 DMA community licensee (2)
 - Top 30 DMA community licensee (1)
 - Top 40 DMA community licensee (2)
 - Top 75 DMA university licensee (1)
 - Top 100 DMA community licensee (2)
 - Top 100 DMA community licensee (1)
 - 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

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- 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

[2011-2017]

- Numerous presentations on strategic implications of emerging technologies to Maine Public Broadcasting, American Public Television, Digital Convergence Alliance, 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

[2008-2010]

- Forrester Leadership Boards CIO Group Member Meeting, 2010; DAVID Systems Tri-Media Symposium, *Bayerischer Rundfunk* (Bavarian Broadcasting), Munich, Germany, "Reconciling Broadcast and Web Culture," 2010; Western States Public Radio, NPR update, 2009; Vermont Public Radio, NPR and technology update, 2009; Public Radio In Mid America, NPR and technology update, 2008; Florida Public Broadcasting, NPR and technology update, 2008; Beyond Broadcast 08, "Visualizing Public Media Futures Panel," 2008; PBS Showcase 2008, "Public Broadcasting CEO

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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

[2005-2007]

- Iowa DTV Symposium, 2007, “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, 2007, “End of Analog: Top Public TV Over-the-Air DMAs;” Iowa DTV Symposium, 2006, “Opening the Gate: Expanding Local Service Through Online Content Partnerships;” Open Content and Public Broadcasting Conference, 2006, “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, 2006, “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, 2006 “Three On-Demand Wins: Stations in an On-Demand World”; New America Foundation public affairs forum, 2006, “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, 2006; Washington State University Information Technology Forum, 2006, “Content Delivery & Management;” Public Television Major Market Association, 2005, “Open Media Network Briefing;” Digital Future Initiative, 2005 “Open Media Network: Reinventing Public Broadcasting;” WGBH Educational Foundation, 2005, “Public Service Publisher Update;” Public Broadcasting Service Board Retreat, Oct. 2005, “PSP/OMN Update;” Small Station Association, 2005, “Open Media Network Briefing;” Organization of State Broadcasting Executives, 2005, “OSBE On-Demand Update;” Iowa DTV Symposium, 2005, “Media On-Demand Update: Toward Public Broadcasting 2.0;” National Educational Telecommunications Association Education Council, Jun. 2005. “Open Media Network Update;” University Licensee Association, 2005, “Open Media Network Update;” Best Practices in Journalism: Assessing Local Production, 2005; Western Knight Center for Specialized Journalism, May 2005, “Channeling Public Interest Media: Reporting on the Public Broadcast System;” PBS Technology Conference, 2005, “PBCore Metadata Dictionary;” PBS Interactive Masters Seminar, Apr. 2005; WSU Information Technology Forum, 2005, “The Future of Video Services at WSU;” Public Broadcasting New Media Summit, 2005; Southeastern Universities Research Association/Video Development Initiative Conference, 2005, “The Public Service Publisher Initiative: Media Content Aggregation Meets XML;” Integrated Media Association conference, 2005, “PBCore Metadata Dictionary” and “Public Service Media in a My Time World;” (with Stephen Hill), and “The Public Service Publisher Initiative,” 2005

[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

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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
- "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 Dispatches, Corporation for Public Broadcasting:
 - No. 1, *Introduction to the DDII*, 4/10/2002, updated 2/8/2003
 - No. 2, *Survey of Multi-Station Public Broadcasting Technology Initiatives*, 4/26/2002, updated 11/8/2002;
 - No. 3, *Advanced Networking*, 5/10/02, updated 9/19/2002;
 - No. 4, *Northwest Advanced Digital Distribution Entity*, 5/10/2002, updated 9/19/2002;
 - No. 5, *Public Television Next Generation Interconnection System*, 6/7/02, updated 10/1/2002;
 - No. 6, *NPR PRSS ContentDepot*, 6/28/2002, updated 10/18/2002;
 - No. 7, *PBS Orion (DTV/ATP) and PBS Connect*, 6/28/2002, updated 10/11/2002;
 - No. 8, *Digital Asset Management*, 6/7/2002, updated 10/18/2002;
 - No. 9, *Television Digital Investment Scenarios*, 2/4/2003;
 - No. 10, *Radio Digital Investment Scenarios*, 1/10/2003;
 - No. 11, *Consultant's Provocations on the Scenarios*, 1/10/2003;
 - No. 12, *Station Capacity for Change*, 1/29/2003;
 - No. 13, *Northwest Advanced Digital Distribution Entity – Epilogue*;
 - No. 14, *CoastAlaska: A Virtual Broadcast Group Case Study*, 9/4/2003;
- "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)

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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 Emeritus of Pediatrics, George Washington University. Two stepchildren, two step-grandchildren. 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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