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**Becca King Reed joins Northern California Public Broadcasting as
Executive Director-San Jose and KTEH Executive Producer**

January 29, 2008, San Francisco, CA --- Northern California Public Broadcasting (NCPB) announces the appointment of Becca King Reed as the new executive director-San Jose and KTEH executive producer. Reporting to Michael Isip, vice president of television content and Education Network, King Reed will support the day-to-day operations of KTEH, which includes fund-raising and community involvement. She will also lead the editorial team in developing and producing content.

"We are thrilled to have Becca King Reed's leadership at KTEH and NCPB, with her proven record of editorial strength, management expertise and operational excellence," says Isip. "Becca will bring these skills and more to our entire organization, and will strengthen an already strong bond with the community in the South Bay."

King Reed brings to NCPB an award-winning background as an executive producer of television magazine shows, news programs and documentaries. Production highlights include oversight of one of public television's more successful kids programs, *It's a Big, Big World*. King Reed was a producer of this multi-million dollar, high definition program, which at the time was on the cutting edge for live-action 3D animation, and was supported by a production staff and crew of more than sixty.

Her previous experience producing and managing a national children's program was *The Dooley and Pals Show*, a series syndicated on more than 100 commercial broadcast stations as well as on PBS from 2000-2003. King Reed also has extensive experience producing for cable networks, including *The Health Network*, where she produced a network launch event for television and the internet, including the live birth of triplets via satellite.

In addition to a deep content expertise in health programs, King Reed has produced numerous news and public affairs programs, live events, and cultural and performance programs. She has produced in the field, in studio, on sound stages, via satellite and microwave, and for local and national broadcast or syndication.

King Reed also heads a production company, Small Planet News Service, with her husband, Rusty. They have been running Small Planet News Service for the last seven years in Winter Park, Florida.

For interviews and more information, contact:
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Northern California Public Broadcasting, Inc. (NCPB) (www.ncpb.com) is the most-watched public television and most-listened-to public radio broadcaster in the country. NCPB owns and operates public television stations **KQED 9** (San Francisco), **KTEH 54** (San Jose), and **KQET 25** (Watsonville/Monterey); public radio stations **KQED 88.5FM** (San Francisco) and **KQEI 89.3FM** (Sacramento); **KQED's Education Network** (EdNet); and the Interactive platforms KQED.org and KTEH.org. Audiences and users can also access NCPB content through: digital television channels KQED HD, KQED Encore, KQED World, KQED Life, KQED Kids, and KQED PBS Kids Sprout; and stream or download available content on www.kqed.org.