

For Immediate Release
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KQED Public Media Announces Restructuring of Senior Management

June 16, 2010—KQED Public Media announced today a major restructuring of senior management positions designed to best serve the organization. KQED Public Media is comprised of public television stations KQED, KTEH, and KQET; public radio stations KQED and KQEI; websites kqed.org and kteh.org; and the Education Network.

In March 2010, John L. Boland became the organization's sixth president and chief executive officer since its founding as KQED-TV in 1954. Boland returned to KQED following his tenure as the first chief content officer for PBS in Washington, DC. Boland announced the following changes to the management structure at a staff meeting yesterday:

Donald Derheim has been promoted to executive vice president and chief operating officer. In his new role, Derheim will have senior management responsibility for membership, marketing, communications, technology, human resources, and legal. He will also serve as deputy to the president and chief executive officer. Derheim joined KQED 19 years ago as client services coordinator and has served as director of corporate support and executive director, then as vice president and executive vice president. He is a nationally recognized leader in public media management and fundraising and in 2006 received the PBS C. Scott Elliot award for excellence as the Development Professional of the Year.

Under the new structure, the three senior content managers – **Jo Anne Wallace**, vice president and general manager, KQED Public Radio; **Michael Isip**, vice president, television; and **Tim Olson**, vice president, digital media and education – will report directly to Boland. Isip will have expanded responsibilities in the new organizational structure with television programming and the multimedia project *QUEST* added to his current portfolio of local and national productions and TV presentations. The chief financial officer and chief development officer will also report to Boland.

"Given the needs of the organization and my background, our board of directors has requested that I focus particular attention on content and related services, community engagement, and fundraising," said John Boland. "The appointment of a chief operating officer and the other organizational changes we announced today will allow me to devote the necessary time and effort to these priorities."

Mitzie Kelley has been promoted to chief financial officer. Kelley has served as interim CFO since September 2009 while continuing to also perform her duties as controller. She will now officially take on the leadership role for KQED's financial strategy, planning, and operations. Kelley came to KQED in 1997 as assistant controller and was promoted to controller in 2001. She has taken the role of interim CFO twice previously, in 2002 and 2005. She is a CPA and previously worked as a manager specializing in non-profit finance at Grant Thornton and Peat Marwick.

William Lowery has been promoted to general counsel and corporate secretary. Lowery has served in this role on an interim basis since March 2010 and is now officially appointed to oversee legal affairs, board administration, and related activities. Lowery joined KQED more than two years ago as deputy general counsel. He was previously a partner and managing director of the San Francisco office of the Washington, D.C. communications law firm Miller & Van Eaton. Prior to his legal career, Lowery worked as a production assistant at PBS member station WOUB-TV on the campus of Ohio University during his undergraduate years.

Steve Welch, currently vice president, engineering and technology, becomes chief technology officer, reflecting the expanding importance technology plays in public media. Welch's responsibilities include senior management of television and radio technical operations, I.T., and facilities.

Traci Eckels continues in her role as chief development officer and **Joanne Carder** as vice president, human resources.

About KQED Public Media

KQED (kqed.org). KQED Public Television, one of the nation's most-watched public television stations, is the producer of local and national series such as *QUEST*; *Check, Please! Bay Area*; *Jacques Pépin: More Fast Food My Way*; and *Jean-Michel Cousteau: Ocean Adventures*. KQED's digital television channels include 9HD, Life, World, Kids and V-me, and are available 24/7 on Comcast. KQED Public Radio (88.5 FM in San Francisco and 89.3 FM in Sacramento), home of *Forum* with Michael Krasny and *The California Report*, is one of the most-listened-to public radio stations in the nation with an award-winning news and public affairs program service. KQED Education Network brings the impact of KQED to thousands of teachers, students, parents and the general public through workshops, community screenings and multimedia resources. KQED Interactive offers video and audio podcasts and live radio stream at kqed.org, featuring unique content on one of the most-visited station sites in public broadcasting.

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