

For Immediate Release  
Contact: Scott Walton  
415.553.2145; [swalton@kqed.org](mailto:swalton@kqed.org)

## Steve Welch Named as Chair of PBS Enterprise Technology Advisory Committee

San Francisco, May 4, 2009—PBS named Steve Welch as the new chair of the PBS Enterprise Technology Advisory Committee for 2009. Currently serving as Northern California Public Broadcasting's (NCPB's) vice president for engineering and technology, Welch will oversee the committee charged with development and implementation of information management and technical operations strategies for PBS and its affiliate stations.

The PBS Enterprise Technology Advisory Committee represents the diverse interests of all PBS member stations in the development and implementation of information management and technical operations strategies, including hardware, software, connectivity, and business process innovations. The committee serves as a professional partner with PBS staff in the analysis, evaluation and application of evolving technologies and business processes in strategic support of long-term operations and maintenance activities at PBS headquarters, member stations, related regional networks, and programming consortia.

Other newly-named committee members include Vice Chair Jim Klas, the director of media technology for Wisconsin Public Television; Terry Harvey, the associate director technology and planning for WSIU in Carbondale, IL; and Helge Blucher, vice president engineering and technology for WTVS in Detroit, MI. Leon Messenie, director of engineering and IT at KPBS in San Diego, CA will remain on ETAC for another year.

"I'm excited to be chairing this important technology advisory committee as our PBS member stations continue to upgrade to digital and high-definition," stated Welch. "This is one of the most exciting and challenging periods for the media world and our committee is available to offer advice and guidance to our affiliates to help them navigate the many avenues available to us."

In addition to his chairmanship, Welch oversees all technical and IT operations, including broadcast and production facilities, equipment and personnel, training, scheduling, and engineering for NCPB. NCPB is comprised of public television stations KQED, KTEH, and KQET, as well as public radio stations KQED and KQEI.

Welch joined KQED in April of 2000 and has successfully led the operations and engineering departments through KQED's revolutionary transition to digital technology. He brings more than 30 years of television management experience to the senior team. Prior to KQED, he spent most of his professional career at KCTS TV in Seattle, where he began as a television producer/director and served nearly a decade as director of

broadcast and production operations. He completed his tenure as director of HDTV production and facility marketing, a role in which he helped establish KCTS as the early leader in U.S. production of HDTV content.

Welch received the PBS Engineering Individual Achievement Award in 1995, among other honors. During the digital transition in Seattle, he traveled to Japan three times to study advanced television at NHK (Japan National Broadcasting). After leaving KCTS, Welch worked as an HD production and marketing consultant for KCTS, Convergence Services, Corbis Corp., WETA TV, American Production Services, and the Arnold Creative Group. He earned his B.A. at the University of Washington.

**Northern California Public Broadcasting, Inc. (NCPB)** ([www.ncpb.com](http://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 9HD (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, KQET.com, and KTEH.org. Audiences and users can also access NCPB content through: digital television channels Life, World, Kids, V-me, and KQED PBS Kids Sprout; and stream or download available content on [www.kqed.org](http://www.kqed.org) and [www.kteh.org](http://www.kteh.org).