



FALL MEETING

OCTOBER 28 – 30, 2008 | TREMONT PLAZA HOTEL | BALTIMORE MD

BIO SKETCHES

Simon Andrewes, Head of Development for the BBC's Multimedia Newsroom. He implemented the changes which created a new department in November 2007 that brings together radio, TV and online into a single operation and is responsible for its continued multimedia development. Simon joined the BBC in 1982 and has worked as a news producer and output editor on flagship radio programs (World at One, PM) and TV programs (One O'Clock News, Newsnight), and as a Special Events Assignments Editor in the BBC Newsgathering intake department. He has worked on a range of large editorial projects with complicated organizational and technical dimensions such as the UK General Election and the Millennium. In 2000, he joined BBC Television News management team, oversaw the introduction of digital production, and introduced many changes in the way people work. As Head of Development, he is also responsible for the rapidly growing area of On Demand video - launching new types of content through video podcasts, interactive TV, the web and mobile phones.

Michael Arnold, Director of Content Development and Strategy, Public Radio International. He oversees PRI's portfolio of programs that reach more than 11 million weekly listeners. Before coming to PRI in 2005, he had 19 years of programming experience in public radio, including work at New Hampshire Public Radio, WUNC in Chapel Hill, WWNO in New Orleans and Northwest Public Radio. He chaired the Public Radio Program Directors Board of Directors from 1998 to 2004.

Craig Beeby, Executive Director, University Station Alliance. He was the founding President of USA in 2001, and named the Executive Director in 2007. Since he has taken this new national leadership role, the number of USA affiliates has increased by over 100%. Beeby has been involved in commercial and public broadcasting since 1974, winning several national awards for broadcast journalism excellence and creating a statewide radio network. Beeby has been a broadcast management consultant and trainer on the international level in the South Pacific and Europe as well as around the United States. He has a Bachelor's degree in Radio-TV-Film Sales and Management and a Master's Degree in Mass Communications.

John Crigler, Communications Lawyer at Garvey Schubert Barer. John Crigler had a mule named Jack. Once a year Jack slipped into harness and plowed the garden. The

rest of the time, he strolled around the farm in dignified meditation, occasionally interrupted by a raucous, hooves-to-heaven roll on his back, either because his back itched or because Jack loved the sweet perfume of crushed grass. After a long, desk-bound day as a communications lawyer at Garvey Schubert Barer (<http://www.gsblaw.com/>), John (Jcrigler@gsblaw.com; 202.298.7880) remembers Jack very fondly.

Peter Doyle, Chief of the Media Bureau's Audio Division, FCC. He has held this position since May 2001. He joined the Commission in 1995, was appointed Assistant Chief in 1996, and served as Deputy Chief between 1998 and 2001. Doyle has been a major contributor to several rulemaking proceedings to streamline broadcast application processing and licensing procedures, reform FM allotment rulemaking procedures, initiate electronic filing, and increase flexibility in the radio technical rules, including the recently released Notice of Proposed Rule Making to consider whether AM stations should be permitted to use FM translators. A primary focus of his recent work has been technical licensing issues relating to terrestrial digital broadcasting, FM translators, and LPFM stations. Doyle also has participated in seminars and consulted with governmental officials in Brazil and Indonesia to help these countries develop new broadcast regulatory models. Between 1985 and 1995 Doyle was in private practice where he specialized in broadcast, wireless cable, and cable matters. Doyle earned a JD degree (1985, cum laude) from the Georgetown University Law Center. He also holds an MA (1977, University of Virginia) and BA (1973, University of Rochester) in Philosophy. He worked on Capitol Hill between 1977 and 1985.

Richard Harwood, President, The Harwood Institute for Public Innovation; <http://www.theharwoodinstitute.org/>. Harwood seeks to uncover answers to some of the most pressing questions of our time. He has worked with thousands of people in dozens of U.S. cities, spreading a vision for what American society should be and putting innovative practices to use on the ground to turn that vision into reality. Harwood has been featured at hundreds of events and is a frequent keynote speaker for foundations and national organizations. He is a commentator and contributor on national and syndicated television, newspapers, radio and web sites, including MSNBC, the Christian Science Monitor, CNN's Inside Politics, Special Report with Brit Hume, and C-SPAN, as well as on public radio in Dallas, Wisconsin, Michigan, New Hampshire, and National Public Radio, where he has been the featured guest on *Talk of the Nation*. Recently, Harwood hosted a highly successful public TV and radio program in Cleveland, Ohio called *How Far Will You Go?* This 90-minute broadcast challenged citizens and community leaders to step forward to re-engage in Cleveland's public life. He also is a regular panelist on the annual public television broadcast *A Public Voice*, hosted by former CNN news anchor Frank Sesno.

Harwood founded The Harwood Institute in 1998, following 10 years of success as president of the for-profit Harwood Group. His past experience includes service on the policy staffs of U.S. presidential and congressional election campaigns and as director of issues research for Public Agenda. Harwood has also traveled in the former Soviet Union to consult with mayors and non-governmental organizations on more effective

governance. In 1982, Harwood received his B.A. in Political Economy from Skidmore College. He graduated Phi Beta Kappa and was a Harry S. Truman Scholar. He received his M.A. in Public Affairs from Princeton University's Woodrow Wilson School of Public and International Affairs.

Tim Isgitt, Vice President, Government Affairs, CPB. He oversees communications with Congress, the Executive Office of the President and the Office of Management and Budget, and other federal and state government agencies. Isgitt brings more than a decade of experience in working with Congress, the administration, and federal agencies. Most recently, he was special advisor to the undersecretary of state for public affairs and public diplomacy, where he worked to increase support in Congress for public diplomacy. Before joining the State Department, Isgitt was a manager for Burson-Marsteller Public Affairs.

Maxie C. Jackson III, Senior Director of Program Development, New York Public Radio, WNYC. He is involved in strategic planning for national and local programming outreach and audience development efforts and new media and marketing initiatives. He is intimately involved in the launch of *The Takeaway* and is currently developing a new mid-day show for WNYC. Jackson has served on national CPB, PRX, NPR, BBC, PRI, DEI and ERPM Boards and committees impacting public radio funding technology, recruitment and programming.

Julie Kearney, Director of Public Policy & Legislation, NPR. Julie comes to NPR from the Consumer Electronics Association where she was Senior Director and Regulatory Counsel. Prior to that, she worked for MCI and at Haley Bader & Potts for John Crigler. At NPR, she is responsible for developing a wider range of policy initiatives in areas important to public radio and public media and for pushing public radio and NPR's policy perspectives to new audiences.

Roger LaMay, General Manager, WXPB. A 25+ year broadcast veteran who joined WXPB in 2003, he is responsible for the overall operations of the station. During his tenure at WXPB, he established a long-term partnership/distribution with NPR, moved and expanded its summer music festival, and launched its *Free at Noon* live concert series. WXPB has also formed partnerships with the Philadelphia Mural Arts Program and Musicians on Call, where musicians perform bedside for hospital patients, and strengthened its commitment to local artists with the Philly Local show. LaMay previously served as general manager and news director of Fox's WTXF-TV in Philadelphia where he created the award winning *The Ten O'clock News*. While at Fox, he served as a WXPB policy board member for 5 years. He currently serves as Chairman of the Board of DEI.

Jon McTaggart, Senior Vice President and Chief Operating Officer, American Public Media. He first joined APM in 1982. Since his appointment as station manager of KCRB, Bemidji MN, McTaggart has served in a variety of positions of increasing responsibility at APM. He serves on the executive management group and is the senior executive responsible for daily operations of American Public Media and Minnesota

Public Radio. In addition to leading strategic planning for the organization, he provides executive leadership for its operating divisions including content and media (programming), technology, development and membership, underwriting, marketing and national distribution, corporate communications and business development. He is President, CEO and Vice-Chair of Classical South Florida. McTaggart also leads the services American Public Media provides its subsidiaries including Southern California Public Radio in Los Angeles and Greenspring Company in Minneapolis.

Margaret L. (Meg) Miller, Member of Dow, Lohnes, PLLC, Washington, D.C. She has been in practice for 18 years. Miller practices communications law and works full-time on public broadcasting, educational telecommunications, and related matters for nonprofit organizations and educational entities, including state broadcasting networks, colleges, universities, school districts and other educational organizations. Dow Lohnes represents over 300 public radio and television stations.

Erika Monroe-Kane, Community Engagement Manager, NCO. She guides public radio broadcasters to build effective engagement for their stations or around national programs. Erika manages special community engagement projects, helps keep the system current with engagement trends and best practices, and helps to create and disseminate community engagement resources. Recently, she began working with WNYC, WGBH, and other radio stations on *The Takeaway*, the national morning show that premiered last April. Monroe-Kane has nearly 10 years of non-profit management experience, with an emphasis on marketing and community relations.

LaFontaine Oliver, General Manager, WEAA-FM Baltimore, MD. Oliver is a third generation broadcaster. He comes to public broadcasting after a career of more than 10 years in commercial radio spanning various formats. He has worked mainly on the programming side, most recently for XM Satellite Radio and Radio One where he developed national programming aimed at minority audiences.

Michael Riksen, Vice President for Policy and Representation, NPR. He joined NPR in March 2003 to enhance public radio's political support and advance its policy objectives. Riksen brings to public radio 25 years of experience and expertise in representing private sector entities before the Congress, executive departments, and regulatory agencies. Prior to accepting his position at NPR, Riksen was director of government relations for Harris Corporation, a wireless communications equipment company with a significant presence in the broadcast equipment and systems marketplace. He has served in leadership positions in trade associations and on several federal advisory agencies.

Brad Rourke, Writer, Consultant, Essayist and Musician based in Rockville, MD. He has worked for years to improve public life at many levels and in many ways, devoting his deep concern with how organizations relate to the public, what makes them tick, and why this matters. He is an Associate of the Kettering Foundation and lead consultant with The Harwood Institute for Public Innovation. He is a regular contributor to Pajamas Media, and writes a column on civic issues called Public Comments, which also

occasionally appears in The Christian Science Monitor. He is the founding editor of the Rockville Central community blog, one of the few community-generated information sources in the third-largest city in Maryland. He is also a singer and guitarist for The West End.

Rourke was senior project manager and then director of external initiatives at The Harwood Institute for Public Innovation and vice president for public policy at the Institute for Global Ethics. He has been active in public affairs at all levels, having served on the staffs of then-Controller of California Gray Davis and Congresswoman Jane Harman, and also served as deputy California campaign manager for the National Health Care Campaign and as state government relations representative for Northrop Grumman Corporation. Rourke has spoken at the National Press Club, the Brookings Institution and the Chautauqua Institution. He has written and co-written a number of articles and op-ed pieces, appearing in print publications such as The Washington Post, The Christian Science Monitor, Foundation News and Commentary, Campaigns & Elections, and the Cleveland Plain Dealer. He contributed a chapter on the ethics of citizenship to *Shades of Gray* (Brookings Institution, 2002). Rourke received his B.A. in comparative literature from U.C. Berkeley.

Ernest Sanchez, Founder of the Sanchez Law Firm in Washington, DC. He has been practicing public broadcasting law for thirty five years. Prior to starting his own firm, Sanchez chaired the media practice group of the world's largest law firm, Baker & McKenzie. Sanchez serves as legal counsel to numerous public broadcasting stations ranging from WBEZ-FM, Chicago; KJZZ-FM-KBAQ-FM, Phoenix; KUOW-FM, Seattle, and Jefferson Public Radio to small public radio licensees such as the Navajo Technical College in Crownpoint, NM and the San Carlos Apache Tribe in Arizona. He served as NPR's first General Counsel from 1974 to 1981. Before that Sanchez served on the founding legal staff of CPB. Sanchez is a graduate of the Georgetown University Law Center in Washington, DC.

Dr. Ellyn Sheffield, Assistant Professor, Psychology Department, Towson University, specializing in cognition. She has been an audio consultant for National Public Radio, the National Association for Broadcasters, Consumer Electronics Association, iBiquity Digital Radio Corporation and Advanced Television Technology Center, specializing in digital broadcast transmission quality. She is currently working with NPR Labs to evaluate and assess new designs, feature options and technologies that will make radio accessible to the deaf and blind communities. She holds a PhD from Rutgers University, and was a member of the research staff at Lucent Technologies and iBiquity Digital Corporation before returning to academia in 2001.

Lisa Shepard, NPR Ombudsman. Shepard joined NPR in October 2007 for a two-year appointment as Ombudsman. She serves as the public's representative and is responsible for bringing transparency to the journalism decision-making processes. She responds to queries and comments from listeners, writes a blog, appears on NPR programs to discuss listener concerns, and provides guidance on journalism practices to NPR Member stations. She sees her job as explaining NPR to listeners, and listeners

to NPR. Before coming to NPR, Shepard spent four years teaching journalism and contributing to The New York Times, Washingtonian magazine, Chicago Tribune, Los Angeles Times, The Newark Star Ledger and The Washington Post while working on a book, *Woodward & Bernstein: Life in the Shadow of Watergate*. She is the co-author of *Running Toward Danger: Stories Behind the Breaking News of 9/11*, about how journalists covered the tragedy and the public roles they played.

Brian Sickora, President and CEO, WSKG Broadcasting, Binghamton, New York. WSKG serves one million people in the Southern Tier of New York via its television and radio stations. Before joining WSKG in 2007, Sickora served four years as the Vice President of System Development and Station Grants Administration at CPB in Washington, DC where he oversaw Radio and Television Community Service and Digital Infrastructure grant programs. Prior to CPB, Sickora was the Executive Vice President of Administration and Operation at Oregon Public Broadcasting (OPB) in Portland, OR for 3 years where he oversaw finance, administration, human resources, engineering, IT, marketing, strategic planning, television programming, education services and television production services. He began his career in public broadcasting at his alma mater, Penn State University Public Broadcasting in University Park, Pennsylvania. Prior to his public broadcasting career, Sickora worked in the defense industry at HRB Systems, a division of Raytheon Corporation, for ten years.

Mike Starling, Chief Technology Officer and Executive Director, NPR Labs. He is responsible for spearheading new public service technology initiatives on behalf of NPR and NPR member stations. From multicasting on new HD Radio channels, to receiver certifications and accessible public radio services for the visually and hearing impaired, NPR Labs has been at the forefront of recent broadcast radio developments. Starling's career in broadcasting includes stints at commercial and public radio stations in both management and engineering positions. He edited and oversaw the Society of Broadcast Engineers/NPR Certification Handbook in 1991, wrote the chapter on *Audio Reproduction Systems* for the 1997 Electronics Handbook, and authored the *Audio Recording Systems* chapter of the 9th NAB Engineering Handbook. He is amateur radio operator KB4TM; a member of the Richardson Maritime Museum in Cambridge, Maryland; and also happens to be a lawyer. Starling is the 2004 recipient of the International Association of Audio Information Services C. Stanley Potter award; was the Tomorrow Radio project leader, which earned NPR a 2005 "Cool Stuff" award; and was also named Engineer of the Year 2005 by Radio World. Starling is also the founding chair of the North American Broadcasters Association's Radio Subcommittee.

Dave Sullivan, Manager of PPM Client Services, Radio Research Consortium. He assists non-commercial radio stations with the acquisition and analysis of Arbitron's PPM data. Sullivan served as Senior Training Specialist at Arbitron from 2000 to 2007 and his background in radio includes sales experience with WWMX-FM and WBAL-AM in Baltimore, as well as underwriting experience with WTMD, Towson. He has also worked as an audio engineer and play-by-play announcer for several stations. Sullivan graduated from Towson University with a BA in Mass Communications and did graduate work at Emerson College in Boston.

Bruce Theriault, Senior Vice President for Radio, CPB. Before joining CPB, he founded and headed Boulder Strategies, a consulting firm for nonprofit organizations. Theriault's recent experience in public broadcasting includes stints as co-managing Director of Public Radio Capital and at the SRG, where he directed the planning stage of a major strategic services initiative for public radio. Theriault spent 13 years as Senior Vice President of PRI and played a central role in content and network development for public broadcasting's online application service provider, Public Interactive. Earlier he managed KTOO-FM and RBD-FM in Alaska, where he co-founded and served as President of Alaska Public Radio Network and established and served as Chairperson of the NFCB. Theriault holds a M.A. in Public Administration from the Kennedy School of Government at Harvard University.

Dustin Watson, Director of Government Relations, NPR. He has fifteen years of public affairs experience and spent most of his career with Malkin & Ross, a top-ten New York State lobbying firm, and its Washington, DC affiliate, M+R Strategic Services. While at M+R, Dustin led a team of six and managed several national, state and local advocacy campaigns. As a registered lobbyist, Dustin secured millions of dollars in government funding for his non-profit clients working on behalf of the public interest. He earned his Master's of Public Administration from the Rockefeller College of Public Affairs & Policy, University at Albany. At NPR, Dustin focuses his energies on the funding and revenue side of public radio's outreach and advocacy activities.