



Quality programs that inform, involve and inspire

FOR IMMEDIATE RELEASE

October 3, 2008

Contact:
Daphne Adair
206.443.6791
dadair@KCTS9.org

KCTS 9 NAMES MAURICE "MOSS" BRESNAHAN NEW PRESIDENT & CEO

SEATTLE—Maurice "Moss" Bresnahan, President & CEO of ETV—South Carolina's statewide network, which includes 11 television stations, eight radio stations and a closed-circuit educational telecommunications system in more than 2,000 schools, colleges, businesses and government agencies—has been named by the KCTS Television Board of Directors as the new President & CEO of the station, beginning November 17. He will succeed William "Bill" Mohler, who has guided KCTS 9 back to financial stability and sustainability since he came out of retirement to lead the station five years ago.

"I am honored and thrilled to become the next president of KCTS 9," Bresnahan said. "The station has earned the admiration and respect of viewers across the Pacific Northwest with programming that educates and inspires. KCTS 9 has made a promise to the community to provide noncommercial programming online, on air and in the community that informs, involves and inspires—and through that promise improves the quality of life in Washington state and western Canada. My goal is to build on that legacy to help the station reach even greater heights."

"It is a pleasure to welcome Moss to the west coast," said Bob Flowers, chair of the KCTS Television Board. "He is a leader in public television, demonstrating that building a strong public local broadcasting presence and building a 21st century media company are one and the same goal. KCTS 9 serves millions of viewers every week, and is in a strong position to continue as the community's independent media source with the right leadership—and Moss is well equipped to lead the station."

"We are proud that Moss has accepted the position at KCTS 9," said Anne Farrell, KCTS Television director and search committee chair. "It is a coup for the station and moreover for Seattle and all our service areas across Washington and British Columbia. Moss's commitment to community service is evident. The coming digital television transition and ever-evolving broadcasting landscape present incredible opportunities for KCTS 9, and Moss's combination of leadership and media experience were strong factors in his favor."

"Moss is a strong leader, and ETV is well-respected in the public television system," said Bill Mohler, outgoing KCTS 9 President & CEO. "After five years at KCTS 9, it is hard to imagine leaving the station to just anyone, but I am confident that I am leaving the organization in capable hands that will build on the foundation built over the past five years since I arrived, and since the station signed on in service to the community in 1954. We may not recognize television itself in another 10 or 15 years, but under the guidance of Moss and the incredible staff, our community will still recognize KCTS 9 as their trusted source for high quality content."

-- more --

Since 2001, Mr. Bresnahan has led South Carolina's statewide public television and radio network—South Carolina ETV and South Carolina ETV Radio—as President & CEO. During his tenure, ETV has developed and launched various highly successful channels, services and new programs. These include an Education Broadband Services (EBS) plan, which provides wireless broadband services for K-12 schools, higher education and governmental offices throughout the state; the South Carolina Channel, a digital service devoted solely to local programming; extensive expansion of ETV's online educational services, including a free video service comprising tens of thousands of offerings; the documentary series **Carolina Stories**; the Emmy-winning independent film series **Southern Lens**; and the public affairs series **The Big Picture**, the cornerstone of a robust slate of news and public affairs shows.

Prior to joining ETV, Bresnahan served as president & GM of WVPT-TV in Shenandoah Valley, VA; he has also served in leadership positions at WQPT-TV in Moline, IL, and KQCT-TV in Davenport, IA. In addition, Bresnahan has managed programming, public affairs and communications for Continental Cablevision and the mayor's office at Boston City Hall. He has also taught television and mass communications at University of Virginia, Emerson College, Endicott College and Boston University; taught English in Yokohama, Japan; and served as an officer in the Navy and Naval Reserve for 10 years.

In South Carolina, Bresnahan serves on several local boards; he also sits on the Association of Public Television Stations (APTS) and Independent Television Service (ITVS) boards. Bresnahan received his bachelor and master of science degrees from Boston University, and has completed extensive professional development courses at Harvard Business School, University of Virginia, William and Mary, and University of Iowa.

Outgoing President & CEO Bill Mohler will officially retire in January, 2009. The Board of Directors and Mr. Mohler together determined his retirement date from KCTS 9 earlier this year, taking into consideration the fact that the station had achieved a level of financial stability and prudence, including setting aside funds adequate to repay the debt that was plaguing the organization when Mohler arrived in 2003. A hiring committee comprising members of the KCTS 9 Board of Directors, Advisory Board and community members was formed to hire a search firm and further to identify and select a candidate for the position. Over the course of five months, the committee retained and worked with the global search firm Spencer Stuart to conduct stakeholder interviews, reviewing 160 individuals and screening and interviewing a diverse group of over 75 candidates. The committee voted unanimously to recommend Bresnahan as President & CEO, and in a special meeting on October 1, the Board affirmed that decision.

KCTS 9 is a PBS member station serving Washington state and western Canada, including KYVE 47 in Yakima, and the digital multicast channels KCTS 9 V-me and KCTS 9 Create. Over two million viewers tune in to high quality programming that educates and entertains every week, and thousands more visit KCTS9.org to stream video, download podcasts and learn more about their favorite shows. The station has been in continuous operation since its founding in 1954 and enjoys a member base of over 125,000 individuals, who provide over two-thirds of the station's annual operating budget through direct support.

###

The KCTS 9 mission is to improve the quality of life in the communities we serve by providing meaningful programming on air, online and in the community that informs, involves and inspires.