



FOR IMMEDIATE RELEASE

## NETA Board Elects Executive Committee

(Albuquerque, New Mexico – July 26, 2010) The NETA board of directors formally accepted the election of its executive committee for fiscal year 2011 at their summer meeting in Albuquerque, New Mexico.

**Polly Anderson**, general manager and CEO of KNME/Albuquerque, New Mexico is the board's new chair. **John Harris**, president and CEO of Prairie Public Broadcasting/Fargo, North Dakota, was elected vice chair and chair-elect. **Sandra Cesaretti Ray**, general manager of WSRE/Pensacola, Florida, was elected to a second term as board secretary. **Rod Bates**, general manager of NET/Lincoln, Nebraska was elected treasurer. **Peter Morrill**, general manager of Idaho Public Television/Boise, continues on the executive committee as immediate past chair.

**DeAnne Hamilton**, director and general manager of WKAR/East Lansing, Michigan, and **Becky Magura**, president and general manager, WCTE/Cookeville, Tennessee, are the executive committee's members at large.

"Our members all face 'interesting times,' and the most important role of a membership organization is to support the work of each member in their communities," said NETA president Skip Hinton. "Our ability to do this is always dependent on the strength of our leadership. Once again, the NETA membership has selected a very strong team to lead this association."

NETA's new chair Polly Anderson commented on the energy and momentum generated at the meeting, saying, "It's an exciting time to work with public media communities and colleagues across the country. There are many new challenges and opportunities facing us now. Social media and new technology, as well as shifting media habits, are changing the landscape of our industry." She added, "I'm looking forward to helping NETA in its mission to continue to help connect people in public media."

The board presented departing chair Peter Morrill with a resolution, thanking him for his leadership. Morrill said, "It was my honor to help my colleagues continue their important work over these last twelve months." He expressed gratitude for the opportunity to serve as NETA's board chair, adding, "It meant a great deal to me, to represent the NETA membership in the significant deliberations of this past year, especially the work of the Affinity Group Coalition."

NETA's summer board planning meeting featured a slate built around local partnerships and services and new educational initiatives, including a presentation on social media applications. The meeting took place adjacent to and overlapping in part with a gathering of public television's Affinity Group Coalition leaders. The two groups shared a half-day agenda that included timely presentations from senior management at APTS, CPB, and PBS on system issues including PBS dues and CPB's nearly-complete review of their CSG policies.

The National Educational Telecommunications Association is a professional association based in

Columbia, S.C. It serves public television licensees and educational entities in all 50 states, the District of Columbia, the Virgin Islands, and Puerto Rico, by providing quality program content, educational resources, professional development, management support, and national representation.

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