

Public Television

Major Market Group

FOR IMMEDIATE RELEASE

Contact:

Linda O'Bryon
Interim President/Exec.
Director
954-591-0269
lindaobryon@gmail.com

**MMG Announces Three New Directors;
Amanda Mountain of Rocky Mountain Public Media New MMG Chair**

September 30, 2022 -- The Public Television Major Market Group (MMG) is pleased to announce three newly elected members of the Board of Directors. The organization will be led by Amanda Mountain, President and CEO of Rocky Mountain Public Media, who is the chair of the board and Amy Shaw, President and CEO of the Nine PBS, who has been named its vice-chair.

The new directors will each serve two-year terms: Adrienne Fairwell, General Manager, Arizona PBS; Andrew Russell, President and CEO of PBS SoCal; and Sylvia Strobel, President and CEO of Twin Cities PBS. These public media leaders join continuing directors, Kliff Kuehl, President and CEO of Kansas City PBS and Becky Magura, President and CEO of Nashville Public Television. Rob Dunlop, President and CEO of Cascade Public Media, becomes an ex-officio member of the board as its immediate past chair.

The MMG wishes to thank and recognize retiring directors Lisa Trapani Shumate, General Manager, Houston Public Media; Neal Shapiro, President and CEO of WNET Media Group; and Deb Acklin, President and CEO of WQED, for their tremendous contributions and service to the work of the MMG.

Linda O'Bryon, interim MMG president and executive director said, "Member leadership is a hallmark of public media, and the MMG is fortunate to have such accomplished individuals to support its many exciting initiatives. Under Rob's dynamic leadership, the organization is well positioned for growth ahead. Amanda and Amy are a powerful duo, and with the support and thoughtful contributions of the board and membership, they will accelerate the work of the MMG in the years ahead."

In addition to the new board for fiscal year 2023, the organization announced earlier this month the appointment of Susan Scott as its new president and executive director. Susan Scott begins her role with the MMG on October 17, 2022.

New MMG Board Members



Adrienne Fairwell, APR, was recently named general manager of Arizona PBS, a member-supported community service of ASU which is operated by the Walter Cronkite School of Journalism and Mass Communication. It is one of the nation's leading public media organizations with four broadcast channels, a radio station and a growing array of digital platforms. Fairwell has led the station through a truly transformational year developing a five-year strategic plan, focused on growth, diversity and innovation. Prior to joining Arizona PBS, Fairwell served as the assistant general manager of South Carolina ETV (SCETV) and Public Radio (SC Public Radio) and the vice president of marketing, communications and development, respectively. Fairwell holds a bachelor's degree in journalism and mass communications from the University of South Carolina and a master's degree in human resources development from Webster University; she has earned the internationally recognized Accreditation in Public Relations (APR) designation; and the Certified Public Manager professional designation. Fairwell is civically engaged, and she and her husband--Michael--share two children.



Andrew Russell is President & CEO of PBS SoCal, KCET and Link TV. A 25-year veteran of public broadcasting, he has held senior executive positions at both PBS and the Corporation for Public Broadcasting. Russell joined PBS SoCal as COO in 2013 and played a key role in building PBS SoCal into the flagship PBS station for Greater Los Angeles and Southern California. Named CEO in 2015, Russell was responsible for driving rapid growth in the station's membership and revenues.

In 2018, PBS SoCal merged with KCETLink Media Group (KCET and Link TV) to form the Public Media Group of Southern California. The merger created a center for public media innovation, serving nearly 19 million people in the Southern California region and reaching 3.5 million monthly local viewers with content aimed at news, arts, education and the environment. Russell spearheaded the organization's efforts to transform for a digital future, strengthen public media's role in the SoCal community, create content locally for national audiences and grow early education efforts which have included creating At-Home Learning and Family Math.

A California native, Russell holds an MBA from Stanford University, an MPA from Princeton University's Public and International Affairs, and is a graduate of the University of California, Davis. Since 2021, he has served as Chair of the Board of Trustees for America's Public Television Stations (APTS) and serves on regional organizations that include the Internet Action Team of the Committee for Greater Los Angeles, the Board of the Los Angeles City Club and the CEO Roundtable at UC Irvine.



Sylvia Strobel joined Twin Cities PBS (TPT) as President and CEO in February of 2020. She has worked for more than 30 years in the public media industry as an executive and attorney, with positions at ideastream, American Public Media Group, Pennsylvania Public Television Network, and the Corporation for Public Broadcasting. Assuming the role of CEO and President at TPT is a homecoming for Sylvia. Her passion and dedication to public media was developed in her first public media role—Legal Intern in TPT's legal department. Sylvia has served on numerous national boards and commissions, including the board of NPR, the Alliance for Women in Media, the Association of Junior Leagues International, and the FCC's Advisory Committee for Diversity in the Digital Age. She currently serves on the boards of the MacPhail Center for Music, The Amherst H. Wilder Foundation, the Mary T. and James J. Hill Library Foundation, and Latino Public Broadcasting. Sylvia received her Bachelor of Arts degree in biology from St. Olaf College, her Juris Doctorate (JD) from Mitchell|Hamline College of Law, and her Master of Business Administration (MBA) from the University of Minnesota Carlson School of Business.

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