

MEDIA RELEASE

Contact: Clare Paul
254-710-7884
clare@kwbu.org

JOE RILEY NAMED BRAZOS VALLEY PRESIDENT & CEO



WACO, TEXAS April 1, 2009 -- Joe Riley, Vice President Director of Television for Maine Public Broadcasting Network, has been named President and CEO of Brazos Valley Public Broadcasting Foundation, effective May 4th. In his new capacity, Riley will provide day-to-day leadership for Central Texas PBS and NPR affiliates KWBU-TV and KWBU-FM.

At MPBN, Riley has led MPBN's television department, providing strategic direction for content development, production, acquisition and scheduling for the statewide service. He has also worked closely with the membership, major giving and underwriting teams at MPBN resulting in increased revenue for the station.

"The Brazos Valley Public Broadcasting Foundation is pleased to have selected someone as capable and experienced as Joe Riley to lead us into the next phase of growth," said Phil Adkins, chairman of the Brazos Valley Public Broadcasting Foundation. "KWBU TV & FM are excited to have Joe

on board to continue the programs we have in place and to add his new ideas on creating a stronger partnership with the Waco/Central Texas community. The Board saw Joe's twenty plus years as a public broadcasting professional as being able to serve us well in the development of new programming initiatives, as well as improving the station's operational focus while we continue to better utilize our digital broadcasting resources. The Foundation Board is united in its commitment to Joe's success, the continued development of KWBU TV & FM and to the community we serve."

Prior to joining MPBN in 2003, Riley served Nashville Public Television as Director of Local Programming and Production, and had earlier been Director of Production at KUAC in Fairbanks, Alaska. Raised in South Carolina, Riley holds a bachelor's degree in English from Furman University.

"What an exciting opportunity! KWBU is a great organization, and I am honored to be part of the KWBU team," Riley said. "These stations belong to the community, and I'm committed to listening to community members and doing all I can to ensure that KWBU provides quality public broadcasting that is valued by the citizens of Central Texas."

Affiliated with National Public Radio (NPR) and the Public Broadcasting Service (PBS), KWBU serves more than 80,000 people each week through its public radio, television and educational outreach programs. It is a service of Brazos Valley Public Broadcasting Foundation, Baylor University and its member listeners/viewers and corporate sponsors, and is one of only 76 joint licensees (public television and radio) in the nation.