



Press Release

FOR IMMEDIATE RELEASE

Contact: Pat Miller
KNPB/Channel 5
775.682.7829
775.784.1438 fax
patm@knpb.org

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KNPB CHANNEL 5 BOARD OF TRUSTEES APPOINT KURT MISCHÉ AS PRESIDENT/CEO

Kurt Mische, public broadcasting executive from Huntington Beach, California, has been named President & CEO of local PBS station KNPB Channel 5, beginning September 28, 2009. Currently Vice President of Advancement at KOCE-TV, public television station in Orange County, California, Mische brings 35 years' experience in broadcasting to KNPB.

KNPB Board Chair Don Kowitz commented, "After interviewing several very qualified candidates, both local and national, the KNPB Board of Trustees selected Mische as the executive to lead KNPB in a growing public media environment. We especially appreciate his leadership skills and strength in all aspects of public broadcasting."

Mische was selected by a Search Committee chaired by Trustee Gail Sande after a national search of public broadcasting leadership. Sande commented, "The search committee was very impressed with Kurt's dedication to collaborative community engagement, as well as his marketing and development background, so important in these difficult economic times." Mische and his award-winning staff at KOCE-TV are responsible for corporate and foundation support, grants, membership, planned & major gifts, marketing and promotion.

Community involvement plays an important role in Mische's career. He speaks of his commitment to local content and service as the core mission of public broadcasting. "Local content allows us to interact with our community in a way that is unduplicated in the marketplace. I believe through the station's local programming and support services, KNPB meets the needs of our northern Nevada

and eastern California viewers by collaborating with community leaders to deliver services. Our role is to represent their voices through our local productions and program schedule.”

Native midwesterners, Mische and his family are no strangers to Nevada. Before moving to California, Mische was the Director of Development at KLVX-TV, the PBS member station in Las Vegas. “I am very impressed by the vision of the future shared by the KNPB board and staff,” Mische said, “and I am honored to have an opportunity to work with such an outstanding group. My wife, Judy, and I look forward to becoming part of this vibrant and growing community.” Kurt and his wife are the parents of two adult children. His hobbies include golf, travel and music.

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Photo available at www.knpb.org/pressroom.