

press release

RECENT STAFF AND EXECUTIVE CHANGES AT THIRTEEN/WNET NEW YORK

JOSHUA C. NATHAN has been named Vice President of Business Affairs and Strategic Initiatives and will play a lead role in the company's strategic initiatives, evaluating and structuring business deals involving content and all other significant business ventures. He will continue in his role as General Counsel and Secretary of the company, which he assumed in 2004. Nathan joined WNET in 1997 as Associate General Counsel and in 2002 was promoted to Deputy General Counsel.

STEPHEN SEGALLER has been named Vice President and Director of National Production. He will be in charge of the development and production oversight of all national programming for WNET, including signature series *Nature*, *Great Performances*, *American Masters*, *Secrets of the Dead*, and *Cyberchase*. Segaller joined Thirteen in 1999 as Director of News and Public Affairs, where he created the Emmy Award-winning series *Wide Angle* and *Exposé*.

KENNETH DEVINE has been named Vice President of Media Operations and Chief Information Officer, responsible for reviewing and evaluating the operational procedures throughout the company. Engaged by WNET in 1993 as a consultant to analyze and reform its technical operations including broadcast, I.T., and production, Devine became Vice President and Chief Technology Officer in 1995.

ROSLYN DAVIS has been named Managing Director of Media Operations. She will continue to manage the technical and facilities services group and will work closely with Devine on new technology development. At WNET since 1990, Davis initially worked in production management, and later became Director of Production Services.

KELLIE SPECTER has been named Director of Communications, handling media relations, institutional positioning, program publicity and editorial services. Specter has been at WNET since 1998, first as Associate Director of Corporate Relations and most recently as Director of Corporate and Media Relations.

RICK THOMPSON has been named Director of Promotion and Advertising, responsible for a wide range of off-air promotional activities, including advertising, promotion and publications. He was previously Director of Advertising, handling institutional and tune-in advertising for the broadcast station and station productions.

RECENT CHANGES IN THIRTEEN/WNET'S LAW DEPARTMENT

JOSHUA C. NATHAN has been named Vice President, Business Affairs & Strategic Initiatives and will play a lead role in the company's strategic initiatives, developing, evaluating and structuring business deals involving content and all other significant business ventures. He will continue in his role as General Counsel and Secretary, which he assumed in 2004. Nathan joined WNET in 1997 as Associate General Counsel and in 2002 was promoted to Deputy General Counsel.

ROBERT A. FEINBERG has joined Thirteen as Deputy General Counsel, responsible for corporate and compliance matters, media and intellectual property issues, litigation, and non-program contracts and deals. He is currently an Adjunct Professor at Fordham Law School where he teaches Media Law.

RANFI RIVERA has been promoted to Deputy General Counsel, Program Business Affairs. He joined WNET in 2000 as an Attorney. Rivera will work exclusively on, and direct the handling of, program deals, including co-production, distribution and licensing deals, including Thirteen's agreements with PBS.

RICHARD SIEGMEISTER has been promoted to Senior Counsel. He joined WNET in 2007 as Counsel, after 17 years with Sesame Workshop. Talent Relations and Administration will now report directly to Siegmeister.

ODELL NAILS III has joined WNET as Counsel, Program Business Affairs. He has spent his legal career in Business Affairs, most recently as a Director of Legal and Business Affairs for Atlantic Records. Odell is a graduate of Cardozo School of Law and Oakland University.

.....

Press Contact:

Deirdre Branley
212.560.3130
branley@thirteen.org

Gloria Parks
212.560.2063
parkg@thirteen.org