

press release

**THIRTEEN/WNET NEW YORK APPOINTS AWARD-WINNING TELEVISION VETERAN
BARRY SCHULMAN AS DIRECTOR AND EXECUTIVE PRODUCER OF CULTURE AND
ARTS PROGRAMMING**

Award-winning producer and programmer Barry Schulman has joined the staff of Thirteen/WNET New York as director and executive producer of culture and arts programming, effective April 25, 2005. In this position, Schulman will be in charge of the development and production oversight of all national arts and cultural programming for the New York metropolitan area's flagship public television station, which is also a major producer for PBS and the only television producer devoted to showcasing a multitude of art forms from every genre, both classical and contemporary.

A key responsibility of Schulman's position as director and executive producer is the regular creation and development of new large-format programs and limited series, including the national PBS staple *Great Performances*, the longest-running performing arts series of its kind on television. That series was created by Thirteen in 1974 under the leadership of Schulman's predecessor, Jac Venza, who is credited with making Thirteen the foremost producer of arts and culture programming for public television. His innovative efforts culminated in the production and telecast of *Broadway: The American Musical* in 2004, a milestone in performing arts programming on television. Venza retired in January of 2005 after more than three decades of visionary service to the station.

"Barry Schulman has the skills and experience to ensure that Thirteen continues to fulfill its vital role as a major exporter of culture and the arts to the nation through the remarkable variety

of quality programming the station produces for PBS,” said Tamara E. Robinson, vice president and director of programming at Thirteen. “Barry’s extensive and wide-ranging production background, his strong leadership abilities, and his personal commitment to the arts will serve Thirteen well in maintaining its traditional core audience while attracting and inspiring new viewers in an increasingly competitive market.”

Before accepting the position at Thirteen, Schulman served as senior vice president of programming at PAX Television Network in West Palm Beach, Florida. There he developed and executive produced several series, and strengthened the schedule, increasing ratings through a number of special initiatives.

Previously, Schulman was vice president of programming and program strategy for A&E Network in New York. His work there led to increased viewership, culminating in the highest ratings achieved to date for A&E, in January of 2001. Schulman also enjoys the distinction of having been the first head of programming hired to be a part of the management team of the Sci-Fi Channel, also in New York, laying the groundwork for the growth and success of this thematic channel. As vice president of programming there, he launched the channel in 1992 and implemented all programming decisions, and helped shape the creative and brand marketing for the channel. He has also headed his own consulting company, and in that capacity helped develop and launch new cable channels, and served as acting CEO for the Destiny Channel.

Schulman gained much of his early experience in television management and production working for Group W (Westinghouse Broadcasting Company) in a number of capacities and positions from 1978 to 1992. He served as executive in charge of production and executive producer for *Tender Places*, starring Jean Stapleton, a made-for-television movie that achieved a mid-30s share and won a Peabody Award. As director of programming for WBZ-TV in Boston, he helped the station garner the Gabriel Award for Station of the Year three times, plus numerous Emmy, Iris and duPont Awards.

Schulman holds a B.S. in communication arts from New York University. He has also studied at Pennsylvania State University, Hunter College, and Harvard Business School. He has been active on a number of boards, including the National Academy of Television Arts and Sciences. He lives in Rye, New York.

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Thirteen/WNET New York is one of the key program providers for public television, bringing such acclaimed series as *Nature*, *Great Performances*, *American Masters*, *Charlie Rose*, *Religion & Ethics NewsWeekly*, *Wide Angle*, *Stage on Screen*, *Secrets of the Dead*, and *Cyberchase* – as well as the work of Bill Moyers – to audiences nationwide. As the flagship public broadcaster in the New York, New Jersey and Connecticut metro area, Thirteen reaches millions of viewers each week, airing the best of American public television along with its own local productions such as The Ethnic Heritage Specials, The Thirteen Walking Tours, *New York Voices*, and *Reel New York*. With educational and community outreach projects that extend the impact of its television productions, Thirteen takes television “out of the box.” And as broadcast and digital media converge, Thirteen is blazing trails in the creation of Web sites, enhanced television, CD-ROMs, DVD-ROMs, educational software, and other cutting-edge media products. More information about Thirteen can be found at: www.thirteen.org.

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