

PRESS RELEASE – FOR IMMEDIATE RELEASE



SKIP PIZZI JOINS PUBLIC MEDIA VENTURE GROUP LEADERSHIP TEAM

BOULDER, CO (October 4) — The Public Media Venture Group (PMVG) is pleased to announce that Skip Pizzi, one of the broadcast industry's most sought-after advisors and thought leaders, is joining PMVG in a newly created leadership role around ATSC 3.0. Mr. Pizzi will serve alongside fellow PMVG consultants Vinnie Curren and Liz Maestri, and PMVG Founder and CEO Marc Hand.

Comprised of 32 leading public stations, PMVG's sole focus is leveraging NextGen TV and developing scalable use cases to help sustain public broadcasting's vital services over the long-term. NextGen TV is rapidly expanding across the country, now available to over 35% of U.S. households in 44 markets on 166 channels; of those markets, however, 38 transitioned without including public media stations in the planning process. Public broadcasting is an essential part of the American media landscape, and PMVG is committed to working to ensure our stations' central role in the future of television. Mr. Pizzi's vast broadcast engineering experience and knowledge of public media make him an integral part of this effort.

Mr. Pizzi will focus on leading the PMVG member stations' ATSC 3.0 market transition planning and implementation, and will serve as an advisor to PMVG's stations, Board of Directors, and CEO on overall ATSC 3.0 strategy and opportunities. He will also lead a NextGen TV Working Group of PMVG stations that are already broadcasting in ATSC 3.0 or are in the process of transitioning.

Marc Hand said, "With the priority of moving the PMVG stations onto the ATSC 3.0 platform, we are thrilled to bring Skip's wealth of skills, experiences, and long-time engagement with public media to our work. Skip participated in the original planning meetings for PMVG in 2016 and has been a trusted advisor over the years as we navigate the needs of our stations, and the opportunities offered by ATSC 3.0. We're very pleased to add the contributions that Skip will make to our efforts and in addressing the range of needs of the PMVG stations."

Skip Pizzi said, "After spending the last several years helping lead the development of the ATSC 3.0 standard, it's extremely gratifying to now be joining a team that's in the forefront of the standard's actual deployment. I'm also glad to be working with trusted, long-time colleagues whom I greatly respect, and pleased to again engage with the public broadcasting industry, where I began my career."

About Skip Pizzi: Skip Pizzi is a digital media consultant specializing in broadcast technology applications. His background includes 11 years at Microsoft Corporation, and 13 years at NPR. Most recently, Skip was Vice President of Technology Education and Outreach at the National Association of Broadcasters (NAB), and he continues to serve as Vice Chair of the ATSC's Technology Group 3 (TG3, the body that developed the NextGen TV standard), a position he has held since the group's inception in 2011. Skip has been an editor, contributor or columnist for numerous industry journals and reference guides, and has authored or co-authored several books, the most recent of which is *A Broadcast Engineering Tutorial for Non-Engineers*, published by Focal Press. He holds numerous awards and honors, including the ATSC's *Bernard J. Lechner Outstanding Contributor Award*, that organization's highest technical honor. Throughout his career Skip has advised many broadcasters worldwide, both commercial and public, and is a frequent speaker at international conferences on broadcasting, audio, and music. He holds a B.A. from Georgetown University, where he studied Fine Arts, Electrical Engineering, and International Economics.

About the Public Media Venture Group: PMVG is a nonprofit business development consortium of 32 public media organizations committed to furthering the mission and financial vitality of public media by developing and implementing a range of new service opportunities focused on the local communities these public media organizations serve. PMVG is especially focused on leveraging the power of the new broadcast platform, NextGen TV. PMVG media organizations own and operate 112 public stations that together reach 250 million people. PMVG is led by Marc Hand and a national board that consists of four of the PMVG station managers.

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