



WOMEN in public media

February 9 & 10, 2015

Trone Student Center, Furman University

Presented by the Riley Institute at Furman,

The Department of Political Science, and South Carolina ETV



Women in Public Media

Monday, February 9

Public Media in a Post-Television Era

Welcome

Elizabeth Davis
President, Furman University

Introduction of Symposium

Brent Nelsen, Ph.D.
*Furman Professor of Political Science;
Board Member, Corporation for Public
Broadcasting (CPB); Chair, South Carolina
Educational Television (SCETV) Commission*

Remarks

Patricia S. Harrison, *President and CEO,
Corporation for Public Broadcasting (CPB)*
Paula Kerger, *President and CEO,
Public Broadcasting Service (PBS)*

A Conversation with Patricia S. Harrison and Paula Kerger

Hosted by

Linda O'Bryon, *President and CEO,
South Carolina Educational Television (SCETV)*

Tuesday, February 10

Women at the Top: Shaping the Future of Public Media

Welcome

Brent Nelsen, Ph.D.
*Furman Professor of Political Science;
Board Member, Corporation for Public
Broadcasting (CPB); Chair, South Carolina
Educational Television (SCETV) Commission*

Panel Discussion

Moderated by

Mark Quinn
*Director of Member and Public Relations,
Electric Cooperatives of South Carolina,
and former host of SCETV's The Big Picture*

Discussants

Patricia S. Harrison, *President and CEO,
Corporation for Public Broadcasting (CPB)*
Paula Kerger, *President and CEO,
Public Broadcasting Service (PBS)*
Jennifer Lawson, *Senior Vice President
for Television and Digital Video Content, CPB*
Linda O'Bryon, *President and CEO,
South Carolina Educational Television (SCETV)*

Patricia S. Harrison



The Honorable Patricia de Stacy Harrison is the president and chief executive officer of the Corporation for Public Broadcasting (CPB), the leading funder of American public radio and television programming. During her tenure, Ms. Harrison has strengthened public service media through the strategic focus and investment of CPB in three important areas: digital innovation and technology; diversity of content, talent and service; and local community engagement, partnerships and service. To formalize this commitment, Ms. Harrison established the first Diversity and Innovation Fund for public media—radio, television, online, and mobile.

In 2011, Ms. Harrison created *American Graduate: Let's Make it Happen*, a nationwide public media initiative to help communities across the country identify and implement solutions to the high school dropout crisis. To date, over 80 stations in more than 30 states, Washington, D.C. and Puerto Rico, are working with more than 1,000 local partners and schools to encourage students to stay on track to graduation.

Prior to joining CPB in 2005, Ms. Harrison served as the U.S. assistant secretary of state for education and cultural affairs and acting under secretary for public diplomacy and public affairs.

Ms. Harrison received her bachelor's degree from American University and an honorary doctorate from the American University of Rome in 2002.

Paula Kerger



Paula A. Kerger is president and chief executive officer of Public Broadcasting Service (PBS), the nation's largest non-commercial media organization with more than 350 member stations throughout the country. Since her arrival in 2006, Ms. Kerger has made particularly strong commitments to the arts, news and public affairs, high-quality content for education, diversity, and the use of new technology to bring public media into the lives of all Americans.

Under Ms. Kerger's leadership, audiences for PBS have grown across genres and platforms. Over the course of a year, nearly 90 percent of all television households in America watch PBS. Six of the top ten children's television shows for mothers of young children are on PBS, and online viewers stream 244 million videos per month on PBS platforms.

Among Ms. Kerger's accomplishments are the pop-culture phenomenon *Downton Abbey*, and Ken Burns' 2012 documentary "The Dust Bowl," as well as many new primetime science and arts series and acclaimed children's programs. PBS has also developed new tools such as PBS LearningMedia, PBS ARTS website, and PBS ARTS festival. PBS has also developed critically praised online video portals for general audiences and children as well as innovative digital partnerships with companies such as iTunes, YouTube, Xbox, Netflix, Amazon, and Hulu.

Ms. Kerger received her bachelor's degree from the University of Baltimore, where she serves on the Merrick School of Business Dean's Advisory Council.

Jennifer Lawson



Jennifer Lawson is senior vice president for television and digital video content at the Corporation for Public Broadcasting (CPB). She recently ended her six-year term as PBS professional director of the PBS Board of Directors and served as professional vice chair of that board from 2009–2010. Jennifer Lawson was general manager/CEO of Howard University Television–WHUT, Washington, D.C., a position she held from 2004–February 2011.

Ms. Lawson has over 30 years' experience in public broadcasting, including co-producing *Security versus Liberty: The Other War for America at a Crossroads* in 2007 and *AFRICA*, a nine-hour award-winning television series in association with WNET and National Geographic Television.

As executive vice president for programming and promotion services at PBS from 1989 to 1995, Ms. Lawson and her staff were responsible for the scheduling and promotional strategies that resulted in two of PBS's most successful series: Ken Burns' *The Civil War* and *Baseball*. She also developed a number of highly regarded children's series including *Barney & Friends* and *Where in the World is Carmen Sandiego?*

Ms. Lawson studied at Tuskegee University, received a master of fine arts degree from Columbia University, an honorary doctorate from Post University, Waterbury, CT, and attended the Executive Management Program at Harvard University.

Linda O'Bryon



As president and CEO of South Carolina ETV since 2010, Linda O'Bryon oversees a statewide network of 19 TV and radio stations and a statewide education service. Under Ms. O'Bryon's leadership, the network has opened a new state-of-the-art radio production facility and completed a major renovation of the ETV Telecommunications Center. The network has also launched a number of national program series/specials including *Song Travels with Michael Feinstein* on NPR, *The Education of Harvey Gantt* on American Public Television (APT), and the SCETV Presents series, *A Chef's Life* on PBS, winner of a 2013 Peabody Award.

Ms. O'Bryon spearheaded the creation of the *Nightly Business Report* (NBR), a mainstay on national public television for over 30 years. As general manager of NBR Enterprises in Miami, she orchestrated international co-production partnerships, managed editorial and business operations, and developed digital and educational initiatives associated with the series. She was principal co-anchor for the program for 12 years and frequently appeared on the program throughout her tenure with NBR.

Before joining SCETV, Ms. O'Bryon was chief content officer for KQED/San Francisco, where she oversaw Radio, TV, Interactive, Education Network, Technology and Engineering. Born and raised in Washington, D.C., O'Bryon graduated *cum laude* from the University of Miami with a major in communications and a minor in economics.

Elizabeth Davis



Dr. Elizabeth Davis became Furman University's 12th President on July 1, 2014.

She came to Furman from Baylor University in Texas, where she was executive vice president and provost. Her other administrative roles over a 22-year career at Baylor included serving as vice provost for Financial and Academic Administration, and associate dean for Undergraduate Business Programs. As an accounting professor, she received the Hankamer School of Business Teaching Excellence Award and the Mortar Board Circle of Achievement Award.

Dr. Davis received her Bachelor of Business Administration degree from Baylor in 1984 and earned her Ph.D. from Duke University in 1992. She and her husband, Charles, have two children, Chad and Claire.

Brent Nelsen



Brent Nelsen, Ph.D. is professor of political science at Furman University where he began teaching in 1990. In 2013, he was appointed to the Corporation for Public Broadcasting Board by President Barack Obama and confirmed by the Senate. He is the at-large chair of the South Carolina Educational Television Commission, which he has served in support of its core services, including education and public safety, since he was appointed to the position by Governor Nikki Haley in 2011. Dr. Nelsen was reappointed to the SCETV Commission Board in 2014 for an additional six-year term.

From 2003 to 2009, Dr. Nelsen served as chair of Furman's Department of Political Science. He was president of the South Carolina Political Science Association from 2009 to 2010. Nelsen received his B.A. from Wheaton College (Illinois), and an M.A. and Ph.D. from the University of Wisconsin-Madison.

Mark Quinn



Mark Quinn became the director of public and member relations for The Electric Cooperatives of South Carolina (ECSC) in 2011. ECSC is the trade association which assists all 20 of the state's member-owned electric cooperatives. Quinn is responsible for strategic communications, advertising, branding initiatives and media relations.

Prior to his work at ECSC, he was host of *The Big Picture*, a weekly radio and television public affairs program produced by South Carolina Educational Television (SCETV). In his four years at SCETV, *The Big Picture* was nominated for 4 Emmy awards and named Best Public Affairs program by the South Carolina Broadcasters Association in 2009.

From 1996 to 2007, he worked as an on-air anchor and reporter at WIS-TV in Columbia, and was named South Carolina "Sportscaster of the Year" by the Associated Press in 2000.

Mark is a senior associate of the Riley Institute at Furman University and a member of the board of visitors of Converse College. He holds undergraduate degrees from the University of Houston and the University of Texas.

Mark resides in Columbia with his wife, Margaret, and two children: son Tyler, age 7, and daughter Presley, age 5.

Furman University Department of Political Science

The Furman Political Science department offers students the opportunity to explore the realms of local, national, and international politics both in theory and in practice. Our faculty and students bring a wide variety of experiences and perspectives into our classrooms, and we use these as an opportunity to challenge one another to deeper levels of analysis, critical thinking, and effective communication. In our classrooms, you'll find teachers and students involved in hands-on learning—examining philosophical texts, analyzing the latest election surveys, and engaging in lively, civil discussion on the most pressing issues in current affairs and the enduring questions of political life. We take education out into the world, with study away programs to Europe and Latin America and internships in Greenville, Washington, D.C., and Brussels. Our Tocqueville Program and partnership with the Riley Institute bring important scholars and national and world leaders to campus. Studying political science at Furman is a complete, real-world experience.

South Carolina Educational Television

South Carolina ETV is the state's public educational broadcasting network. Using television, radio and the web, SCETV's mission is to enrich lives by educating children, informing and connecting citizens, celebrating our culture and environment and instilling the joy of learning. South Carolina ETV currently presents *A Chef's Life*, *Expeditions*, and *For Your Home* on public television in addition to national radio productions *Song Travels*, *Piano Jazz*, *Spoletto Festival USA*, and *World of Opera*. In 2015, ETV's national presentations include *Journey to Planet Earth* and *180 Days: Hartsville* on PBS, *For Your Home* on Create, and the NPR *Jazz Night in America* webcast of *Remembering Marian McPartland: A Celebration* from New York City's 92nd Street Y. They will also host PBS' *Antiques Roadshow* for a third time in August.

The Riley Institute

Since its founding in 1999, the Richard W. Riley Institute has made substantial progress in broadening student and community perspectives on critical issues and in helping break down barriers to economic and social well-being for all South Carolinians to make the state a better place to live.

Aimed toward outcomes that empower students, community members, the University, the state and the region, the non-partisan institute has three primary focus areas: education policy, diversity, and critical issues. Initiatives in these areas include the groundbreaking Hewlett study on public education in South Carolina and partnering to bring New Tech High Schools to the I-95 corridor; its statewide Diversity Leaders Initiative (DLI); high quality symposia featuring an outstanding roster of distinguished speakers; and student-centered programming that engages students in politics, public policy and leadership through collaborative research, study abroad opportunities, and internships.

The Institute is now focusing on strategies that leverage its well-developed work in education policy, diversity, and critical issues to drive creative and pragmatic initiatives in the state, region, and nation. This strategic work will include collecting, creating, and sharing knowledge about the best diversity and education practices and models, fostering collaborations among public and private partners to help put them on the ground, and building leadership and capacity for positive change. For more about the work of the Riley Institute, please visit riley.furman.edu.

