

**ALASKA PUBLIC MEDIA**  
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## **News Release** **For Immediate Release**

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### ***Alaska Public Media selects Ed Ulman as New CEO and General Manager***

**Anchorage AK, May 4, 2016** – Alaska Public Media (AKPM) announced today that its board of directors has unanimously chosen Ed Ulman as the organization's next chief executive officer. Ulman currently serves as Executive Director and General Manager for KBTC Public Television, Tacoma, WA.

"After an exhaustive national search that engaged leaders across the media and associated sectors in Alaska, Hawaii, Canada and the Lower 48, the board is pleased to have found the best individual to assume leadership of this world-class media organization," said John Duffy, President of the AKPM board of directors. "Ed has a strong track record of innovative leadership both inside and outside of public broadcasting. His knowledge of public media and his solid community engagement and fund-raising experience make him an excellent choice to lead Alaska's flagship public broadcasting organization. Plus, he understands the need to deliver content through multiple digital platforms – a must to be successful in today's competitive media environment."

Ulman's selection concludes a comprehensive search process facilitated by m/Oppenheim, a nationally renowned executive search firm specializing in placing executives at prominent non-profit organizations throughout North America. A large initial prospect pool was narrowed in stages to a group who then interviewed with the board's succession committee, and then to a final round who met with board leadership.

"Ed is clearly the best choice from a deep pool of interested and highly qualified candidates," said Gwen Kennedy, Vice President of AKPM's board of directors. "He's been a successful executive elsewhere. He demonstrated a deep interest and knowledge of our organization and community during our interviews. And he recognizes the strategic advantage we have as a multi-media organization and is ready to lead us to even greater accomplishments. Ed's thoughts and discussions with the search committee and board of directors also demonstrated a great fit with our criteria: strategic thinking, innovation, vision, and understanding of the changing environment of public broadcasting. We're delighted that he's accepted the position."

"I'm both honored and humbled to have been selected to lead one of our nation's top public broadcasting organizations," said Ulman. "AKPM is comprised of a group of very innovative professionals who create important and insightful programming every day – with national reach. It is a wonderful and exciting opportunity and I am most happy to be part of such a top-notch organization."

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Before being selected by AKPM, Ulman served as Development Director, Interim General Manager, and after a national search that concluded in 2014, Executive Director and General Manager for KBTC Public Television. Based in Tacoma, WA, KBTC reaches 1.8 million TV households and 4.3 million viewers in the Seattle/Tacoma Designated Market Area.

Under Ulman's leadership, significant growth in viewership, resources, partnerships and community engagement occurred. According to November 2014 Nielsen data, over 900,000 viewers tune into KBTC each week, nearly double the viewership of 2012 -- due in large part to a revamped programming strategy; a major station rebranding campaign; a long-term community engagement strategy; and a recommitment to local, regional and national public affairs. In 2013, PBS President Paula Kerger acknowledged KBTC's Ready To Learn partnership with the Tacoma Housing Authority in an interview on CNN and again, at the PBS Annual Meeting. With his Seattle counterpart at KCTS 9, Ulman received the Association of Public Television Stations 2015 National Advocacy Award.

In addition to his public television responsibilities, Ulman served as Dean of Instruction for the Bates Technical College broadcast, audio, video production and digital media programs. Ed is also a jazz musician and an art enthusiast.

Ulman began his public broadcasting career, first as volunteer fundraising talent on KUAT-TV and KUAZ-FM in Tucson, Arizona, and then at New Mexico PBS in Albuquerque, where as the Education and Outreach Manager, he led teams that earned a National Educational Television Association award for *Take One Step: A Women's Health Initiative* in 2007 and a PBS Development Award for *KNME Science Central* in 2008. He has served on the PBS Teacher's Advisory Panel, the WGBH Teacher's Domain Implementation Advisory Committee and KCET's A Place of Our Own Station Advisory Committee. For media inquiries, contact

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### **About Alaska Public Media**

Alaska Public Media is Alaska's largest public media company. The company produces and presents news and content that provides lifelong learning opportunities in public affairs, health and leisure, science and nature, economic and social development, civic engagement and world events. Alaska Public Media is located in Southcentral Alaska and is comprised of KSKA radio, KAKM TV and alaskapublic.org. Alaska Public Media also operates the Alaska Public Radio Network (APRN) and a shared television service with KTOO in Juneau and KYUK in Bethel. Alaska Public Media and its affiliates deliver content that reaches 96% of the population of Alaska. For more information, visit [www.alaskapublic.org](http://www.alaskapublic.org), or follow us on Facebook.com/Alaskapublic, Twitter at @Alaskapublic and on Youtube.com/Alaskapublicmedia.