

**NOMINATIONS TO THE  
BOARD OF DIRECTORS OF THE  
CORPORATION FOR PUBLIC BROADCASTING**

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**HEARING**

BEFORE THE

**COMMITTEE ON COMMERCE,  
SCIENCE, AND TRANSPORTATION  
UNITED STATES SENATE**

**ONE HUNDRED TENTH CONGRESS**

SECOND SESSION

SEPTEMBER 17, 2008

Printed for the use of the Committee on Commerce, Science, and Transportation



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SENATE COMMITTEE ON COMMERCE, SCIENCE, AND TRANSPORTATION

ONE HUNDRED TENTH CONGRESS

SECOND SESSION

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**NOMINATIONS TO THE  
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**WEDNESDAY, SEPTEMBER 17, 2008**

U.S. SENATE,  
COMMITTEE ON COMMERCE, SCIENCE, AND TRANSPORTATION,  
*Washington, DC.*

The Committee met, pursuant to notice, at 10:30 a.m. in room SR-253, Russell Senate Office Building, Hon. Daniel K. Inouye, Chairman of the Committee, presiding.

**OPENING STATEMENT OF HON. DANIEL K. INOUE,  
U.S. SENATOR FROM HAWAII**

The CHAIRMAN. Good morning. This morning, we hold a hearing with the five nominees for the Corporation for Public Broadcasting Board of Directors.

And I am especially pleased to welcome our friend and former colleague David Pryor back to the U.S. Senate, at least electronically.

Since its creation in the 1967 Public Broadcasting Act, public broadcasting has become a unique voice in our local communities. Public broadcasting has provided educational, cultural, and informational programming that takes creative risks and serves traditionally unserved and underserved populations.

Public broadcasting has become a forum for award-winning documentaries, outstanding children's programming, and in-depth news and public affairs programming that is not always found on commercial stations.

As you may be aware, I am a long-time supporter of public broadcasting. So I was very troubled when only a few years ago, the Inspector General of the Corporation for Public Broadcasting found that actions of the former Chairman of the Board had violated the Public Broadcasting Act of 1967 as well as the Director's Code of Ethics. Though this dark episode is behind us, it cast an unfortunate shadow.

The nominees for the Board must understand that they occupy a position of public trust. So, on behalf of the Committee, I ask all of you to commit to the success of public broadcasting and work to ensure that the future is bright.

This challenge is especially acute for public television stations because only 5 months from today, this nation will transform—transition from analog to digital signals. As Board members, you

will bear responsibilities for the digital transition and be expected to help ensure success.

I would like to now call upon the Senator from Florida, Mr. Nelson, for his remarks.

**STATEMENT OF HON. BILL NELSON,  
U.S. SENATOR FROM FLORIDA**

Senator NELSON. Mr. Chairman, thank you.

And I want to say a word about David Pryor and Liz Sembler. And David, you are joining us by teleconference. We all know the enormous contributions that you have made to your country. But perhaps the greatest contribution that you have made is that you have sent us your son, Mark Pryor, who is our colleague here in the Senate and one of my dearest personal friends in the Senate. So thank you very much for that.

Senator DAVID PRYOR. Thank you, sir.

Senator NELSON. Mr. Chairman, I want to introduce to the Committee, Liz Sembler, who has been nominated to serve on this board.

For over 15 years, she has been deeply involved in the efforts to support public broadcasting, and she has done that in Florida, and throughout the country. She has served on the board of directors of WEDU, which is the public broadcasting station in the Tampa Bay area. And during that time, she has been involved in what each of those public broadcasting stations has to do, which includes raising money and doing community outreach, as well as the station's efforts to prepare for the transition to digital television, which is going to occur next February.

She has also served on the Board of Directors of the Association of Public Television Stations. And there, she worked with both sides of the aisle to ensure the continuation of support for the Corporation for Public Broadcasting.

I want to point out that she is an educator. And as we look at the future of the Corporation for Public Broadcasting, it is to ensure that public broadcasters across the country provide programming that educates and inspires the children of America. And Ms. Sembler understands what we need to do to adapt this corporation to an Internet-based world. And so, I want to give my recommendation that we approve her.

And Senator Pryor, just before you came, I had some opportunity to comment that your father's greatest contribution to the country is that he sent you here to the Senate.

So, thank you, Mr. Chairman, for sharing these remarks.

The CHAIRMAN. We have a lovefest here.

[Laughter.]

The CHAIRMAN. Well, with that introduction, I would like to call upon the first nominee, Ms. Elizabeth Sembler. I have been told that you have family members here. Would you like to introduce them?

**STATEMENT OF ELIZABETH SEMBLER,  
MEMBER-DESIGNATE, BOARD OF DIRECTORS,  
CORPORATION FOR PUBLIC BROADCASTING**

Ms. SEMBLER. Thank you very much. And thank you, Senator Nelson, for your comments.

I have sitting behind me my parents, Ruth and Leonard Mauer from New York. And it is my father's 77th birthday today. So this is very exciting that he is here.

I have my husband, Greg Sembler, who is with me, and three of my four children—Jacob Sembler, Eve Sembler, and Benjamin Sembler.

The CHAIRMAN. Happy birthday, Father. Please proceed.

Ms. SEMBLER. Mr. Chairman and Members of the Commerce Committee, thank you very much for the opportunity to appear before you this morning to discuss my nomination to the Board of Directors for the Corporation for Public Broadcasting. I would also like to thank President Bush for having confidence in me and honoring me with this nomination.

Fifteen years ago this month, I attended my first board meeting as a new member of the Board of Directors of WEDU, my local public television station in Tampa, Florida. When I was asked to serve on that Board, I willingly agreed. As a viewer, I appreciated the public affairs programming. And as the mom of three very young children with a fourth on the way, I was dependent upon the PBS show "Barney and Friends" for at least a half an hour of calm each morning during the reigning chaos. "Yes, of course, I will volunteer for this cause," I told the board officer who recruited me. "I love public television. I need public television. Doesn't everyone?"

Over the past decade and a half, as my babies have grown into the teenagers sitting before you today, so, too, has my awe for what our nation's public broadcasters accomplish each and every day.

I have witnessed firsthand, as a board member of WEDU, and later as its chairman, the masterfully coordinated efforts of station manager and producers, engineers and pledge drive VPs, Ready To Learn outreach directors and capital campaign fundraisers, underwriting salesmen and programmers, and, of course, volunteers and board members, all of whom work together to provide the finest television broadcasts available in our country. Programming which, in my opinion, far surpasses the offerings available on any other channel.

The more I learned at WEDU, the more determined I became to ensure that the Federal Government continued to support our efforts and continued to share the burden of our expenses. Year after year, I traveled here to Washington to visit you and your colleagues to remind you of the value of this national asset and to convince reluctant supporters to step up and fund our efforts.

In the process, I learned about the Association of Public Television Stations and their efforts to organize us in our outreach, and they learned about me. Four years ago, I joined their national board of directors and now work with the finest CEOs and station managers from around the country to help educate you, the Members of Congress, on the critical issues facing the public television community.

And as I know you are aware, there are critical issues. Perhaps looming largest is the February 17, 2009, analog shutoff date for television broadcasts. So many are hard at work to ensure smooth transition to digital broadcasting, yet just last week, the FCC reported concerns in early testing in North Carolina. This is particularly troubling for public TV broadcasters.

Of the estimated 25 million Americans who receive their television programming over the air and who will need to do the most to transition to digital reception, a significant number are supporters and viewers of public television. The CPB and its stations must work hard with commercial broadcasters and Congress to ensure the success of the transition and ensure that the audience for public television can find its programming.

There are other critical issues for public broadcasters, who must now compete for eyeballs and eardrums in an era of channel proliferation and emerging media and distribution platforms.

My children can send a text message on their phones while they listen to their iPods, surf the Web, and flip back and forth among several television shows simultaneously. Just the thought of it gives me a headache, but this young generation is adept and sophisticated in its use of technology. It behooves us to keep up with their needs.

Additionally, public broadcasters must face these challenges and accomplish their goals in an era of Federal funding that, while now increasing, does not keep pace with inflation. It is, indeed, a critical time for CPB and the stations it supports.

I believe that my background will prepare me well, if I am confirmed to serve on the CPB board, to help the Corporation meet the challenges it now faces. My years of service as a public television station board member, both locally and on the APTS board, have provided me a front-row seat in the arena. I am continually exposed to the flow of ideas and issues in the world of public broadcasting, both television and radio.

Also, I am a schoolteacher and administrator by profession. Education continues to be a core value of the public broadcasting community. Indeed, the CPB's mission is to inform, enlighten, and enrich the public. The Federal Act which created the Corporation specifically underscored the use of public media for instructional, educational, and cultural purposes.

I work with children every day in and out of the classroom, and I understand the transformative power of education. If confirmed by the U.S. Senate to serve on the CPB board, I will draw upon the lessons I have learned from my classroom teaching and from my association with WEDU and APTS to help me make informed and reasoned decisions. I look forward to the possibility.

Thank you again for this opportunity to appear before you today. I am happy to answer any questions that you may have.

[The biographical information of Ms. Sembler follows:]

#### A. BIOGRAPHICAL INFORMATION

##### 1. Name (include any former names or nicknames used):

Elizabeth Mauer Sembler, Liz Sembler  
Maiden name: Elizabeth Mauer, Liz Mauer



2. Position to which nominated: Member of the Board of Directors, Corporation for Public Broadcasting.

3. Date of Nomination: May 29, 2008.

4. Address (List current place of residence and office addresses):

Residence: Information not released to the public.

Office: 1775 Highland Avenue So., Clearwater, FL 33756.

5. Date and Place of Birth: April 27, 1962; West Hempstead, NY.

6. Provide the name, position and place of employment for your spouse (if married) and the name and ages of your children (including stepchildren and children by a previous marriage):

Spouse: Gregory Scott Sembler, CEO, The Sembler Company, St. Petersburg, FL.; children: Jacob Mauer Sembler (18); Ezra Eugene Sembler, (18); Eve Beth Sembler, (15); Benjamin Henry Sembler, (14).

7. List all college and graduate degrees. Provide year and school attended:

Syracuse University, B.A., 1984.

University of South Florida, M.A., 1989.

8. List all post-undergraduate employment, and highlight all management-level jobs held and any non-managerial jobs that relate to the position for which you are nominated.

Newspaper reporter, *St. Petersburg Times*, 1984–1986

Classroom teacher and school administrator, Pinellas County Jewish Day School, 2000 to present.

I believe that my employment experience meshes beautifully with the position for which I was nominated, member of the Board of Directors of the Corporation for Public Broadcasting. As a journalist, I was trained to appreciate and practice non-biased reporting and fairness, both vital for the quality public affairs programming offered by non-commercial public broadcasting. As a school administrator, a managerial position, I supervise teachers, oversee a budget, work with clergy, and cooperate with community leaders, all important communication and supervisory skills that I can draw upon during my CPB Board service. As a teacher, I work with young Americans daily in the classroom; I understand the educational challenges our nation faces and the value provided by quality public educational television for children.

9. Attach a copy of your resume: A copy is attached.

10. List any advisory, consultative, honorary, or other part-time service or positions with Federal, State, or local governments, other than those listed above, within the last 5 years: Not Applicable.

11. List all positions held as an officer, director, trustee, partner, proprietor, agent, representative, or consultant of any corporation, company, firm, partnership, or other business, enterprise, educational, or other institution within the last 5 years.

Board Memberships:

Association of Public Television Stations, Washington, D.C.

WEDU: Florida West Coast Public Broadcasting, Tampa, FL.

The Florida Orchestra, St. Petersburg, FL.

William Davidson Graduate School of Jewish Education Board of Overseers, Jewish Theological Seminary, New York, NY.

Congregation Bnai Israel, St. Petersburg, FL.

Partnership:

G & L Sembler Investment Partnership LP

12. Please list each membership you have had during the past 10 years or currently hold with any civic, social, charitable, educational, political, professional, fraternal, benevolent or religious organization, private club, or other membership organization. Include dates of membership and any positions you have held with any organization. Please note whether any such club or organization restricts membership on the basis of sex, race, color, religion, national origin, age, or handicap.

Congregation Bnai Israel, St. Petersburg, FL: 1986 to present.

Current Parliamentarian of the Board of Directors and Executive Committee Member.

Former Ritual Committee Chair.  
 Former Pre-School Head Search Committee Chair.  
 Congregation Beth Shalom, Clearwater, FL: 2007 to present.  
 Young Israel-Chabad of Clearwater, FL: 1986 to present.  
 Jewish Educators Assembly, 2002 to present.  
 Association for Supervision and Curriculum Development, 2006 to present.  
 Hadassah, Life member, 1987 to present.  
 Jewish Federation of Pinellas County, FL: 1987 to present.  
 Former Board Member.  
 Former General Campaign Chair.  
 Former Women's Division Campaign Co-Chair.  
 Former Leadership Development Chair.  
 WEDU: Florida West Coast Public Broadcasting: 1993 to present.  
 Current Board Member  
 Former Board Chair (2001–2003)  
 Republican Jewish Coalition, President's Council, 2002–2006.

13. Have you ever been a candidate for and/or held public office (elected, non-elected, or appointed)? If so, indicate whether any campaign has any outstanding debt, the amount, and whether you are personally liable for that debt: Not Applicable.

14. Itemize all political contributions to any individual, campaign, or organization, political party, political action committee, or similar entity of \$500 or more for the past 10 years. Also list all offices you have held with, or services rendered to, a state or national political party or election committee during the same period.

I have not held any office with, or rendered services to, any political parties. I have made the following political contributions:

|  |   |                            |         |
|--|---|----------------------------|---------|
| 1999   | Bush for President, Inc.                            | \$1,000                    |         |
| 2003   | Bush-Cheney 2004 (Primary) Inc.                     | \$2,000                    |         |
| 2004   | Mel Martinez for Senate                             | \$2,000                    |         |
| 2005   | Charlie Crist Florida Gubernatorial Campaign        | \$500                      |         |
|  | Rick Baker St. Petersburg Mayoral Campaign          | \$500                      |         |
|  | Robb Pitts Fulton Co., GA Commissioner              | \$1,000                    |         |
| 2006   | Friends of Joe Lieberman                            | \$1,000                    |         |
|  | Congressman Bill Young Campaign Committee (Primary) | \$2,100                    |         |
|  | Congressman Bill Young Campaign Committee           | \$2,100                    |         |
|  | Calvin Harris Pinellas Co., FL Commissioner         | \$500                      |         |
|  | Florida Victory 2006                                | \$10,000                   |         |
| 2007   | Angelo Cappelli Campaign                            | \$500                      |         |
|  | (Norm) Coleman for Senate 2008                      | \$2,300                    |         |
|  | Mel Martinez for Senate                             | \$2,300                    |         |
|  | (Mitch) McConnell Senate Committee 2008             | \$2,300                    |         |
|  | Vernon Jones for Georgia                            | \$2,300                    |         |
|  | Republican Party of Florida                         | \$1,000                    |         |
|  | Mitt Romney for President                           | \$2,300                    |         |
|  | Charlie Dean for Florida Senate                     | \$500                      |         |
|  | 2008  | (Eric) Cantor for Congress | \$1,000 |
|  |   | John McCain 2008 Inc.      | \$2,300 |
| John McCain 2008 General Election Compliance Fund Inc. |   | \$2,300                    |         |
| Burrell Ellis, DeKalb Co. GA Commissioner              |   | \$1,300                    |         |
| Andrew Jones Campaign                                  |   | \$500                      |         |

15. List all scholarships, fellowships, honorary degrees, honorary society memberships, military medals, and any other special recognition for outstanding service or achievements.

New York State Regents Scholarship (merit based)  
 University Scholar and Class Marshal, Syracuse University Class of 1984  
 Edward N. Ludin Young Leadership Award, Pinellas County Jewish Federation

16. Please list each book, article, column, or publication you have authored, individually or with others. Also list any speeches that you have given on topics relevant to the position for which you have been nominated. Do not attach copies of these publications unless otherwise instructed.

In *Chaucer's Pilgrims: An Historical Guide to the Pilgrims in The Canterbury Tales*, edited by Laura C. Lambdin and Robert T. Lambdin, I contributed Chap-

ter 12: "A Franklyn Was in His Campaigne" (1996: Greenwood Press, Westport, CT).

17. Please identify each instance in which you have testified orally or in writing before Congress in a governmental or non-governmental capacity and specify the date and subject matter of each testimony: Not Applicable.

18. Given the current mission, major programs, and major operational objectives of the department/agency to which you have been nominated, what in your background or employment experience do you believe affirmatively qualifies you for appointment to the position for which you have been nominated, and why do you wish to serve in that position?

I have been nominated to the Board of Directors of the Corporation for Public Broadcasting, a position I believe I am well-suited for. With my history of volunteer involvement with my local public television station (nearly 15 years as a board member, including chairman for 2 years) and the industry's national advocacy board (APTS); my career as an educator of children and the parent of four; and my training early in my career as a journalist, I have confidence that I am well-versed in the issues facing the industry—technologically, politically, financially, and culturally.

I understand profoundly the importance of public broadcasting and the commitment of those involved to provide quality educational, cultural and entertaining programming and to fulfill its role in helping shape our democracy. As a board member of WEDU in Tampa, Florida and a board member of the Association of Public Television Stations, I have spent many hours advocating for the Federal funds to sustain public television. This experience has helped me to comprehend and articulate logically but also passionately just how vital public broadcasting is for our country and its citizens. Additionally, during the past decade and a half I have also undergone a rigorous education in the challenges facing the public broadcasting industry in the digital age, including the multi-million dollar capital campaigns stations recently underwent to convert from analog to digital broadcasting and the public awareness campaigns they are producing now to inform the public about the February 2009 analog shutoff date.

As a teacher and mother, I value highly the role public broadcasting plays in educating our youth; as a former journalist I cherish the notion of bias-free news reporting, one not beholden to any interest group or commercial influence.

For all of these reasons, I wish to serve on the Board of Directors of the Corporation for Public Broadcasting to help ensure that its mission is secured for the future, and that the service it provides to our country continues to strengthen our citizens, educationally, culturally and civically. In an era when the CPB continues to be challenged politically and its existence called into question because of channel proliferation and new media, I am determined to do my part to help articulate the agency's relevance and necessity in our democracy that so depends upon a well-informed and educated citizenry.

19. What do you believe are your responsibilities, if confirmed, to ensure that the department/agency has proper management and accounting controls, and what experience do you have in managing a large organization?

If confirmed, I expect first and foremost to be educated: I would hope to learn about the intricacies of the CPB, its budget, and how it is structured as an organization to guarantee that it meets its stated mission; I would expect to be introduced to the staff and learn about how it works together and with the Board of Directors to fulfill its goals. As an educated board member, I can then fulfill my fiduciary responsibility to the organization, to the U.S. Senate, which has oversight over the agency, and to the American public. Specifically, I will ensure that the Corporation has a clear mission statement and business plan, that it is properly staffed with a reporting structure that can carry out the plan, and that it operates within the resources allotted to it by the U.S. Congress. I will review periodic audits of the Corporation to ensure the above.

I am an experienced board member of non-profit organizations and institutions, having served or currently serving on the boards of an orchestra, a graduate school at a religious seminary, a synagogue, a public television station, a national board for public television advocacy, and a Jewish federation (communal funding organization). For each of these positions, I have pored over budgets, audits, proposals, financial rescue plans, capital campaign plans, and the like, and I am not afraid to ask questions when the numbers don't seem to add up, literally and figuratively.

20. What do you believe to be the top three challenges facing the department/agency, and why?

We live in an age of rapidly advancing technology; my teen-aged children's and my students' media savvy cannot be ignored. The impact that this younger genera-

tion already has on traditional forms of broadcasting, where the CPB has its home, creates challenges for the agency and for the public television and radio stations it funds. The viewing and listening public's fascination with the interactive nature of the internet, the exciting possibilities of open mobile video, the ease and availability of on-demand viewing (and the ability to eliminate commercial interruptions—are we losing that monopoly?) all affect the CPB as it seeks to make a home in the hearts and minds of younger viewers/listeners. The challenge for the CPB is to recognize and respond to this, and yet not stray from its core mission of enabling quality educational, cultural and entertaining programming that is available for free to American's citizens.

Additionally, some Americans and some lawmakers question the need for public support of broadcasting and believe public radio and television stations, if they exist at all, should generate their own funding. These non-supporters point to channel proliferation and new media's successful competition for eyeballs and eardrums. To me this is a significant challenge, as the continual need for the CPB to justify its existence takes a toll on the agency. Time spent by the stations supported by the CPB to convince Congressional funders of the necessity of those dollars could be better spent on addressing the challenges of our digital age.

Lastly, next February, America will land squarely in the digital age when we transition from analog to digital transmission for television broadcast. It is estimated that 25 million Americans receive their television over the air; there is some concern that not all of these viewers understand the implications of this conversion, or what to do. It is also estimated that a significant number of those 25 million are supporters and viewers of public television. The CPB and its stations must work hard with commercial broadcasters and the Congress to ensure the success of the transition and ensure that the audience for public television can find its programming.

#### B. POTENTIAL CONFLICTS OF INTEREST

1. Describe all financial arrangements, deferred compensation agreements, and other continuing dealings with business associates, clients, or customers. Please include information related to retirement accounts.

As a teacher/administrator, I have a retirement account with TIAA-CREF, into which my school contributes a percentage of my salary.

2. Do you have any commitments or agreements, formal or informal, to maintain employment, affiliation or practice with any business, association or other organization during your appointment? If so, please explain.

I will continue to work as an administrator (Director of Jewish Studies) and middle school teacher at the Pinellas County Jewish Day School. The school leadership has agreed to grant me time off to attend CPB board meetings and other events of the organization and/or industry that will require my presence. If necessary, I will reduce my classroom assignments to enable this type of travel.

3. Indicate any investments, obligations, liabilities, or other relationships which could involve potential conflicts of interest in the position to which you have been nominated.

The Office of Government Ethics, in its review, noted that my interests in the following organizations are potential conflicts of interests, because they either receive funding from CPB, are made up of stations that receive funds from CPB, are involved in the markets for video programming content or delivery, or create educational content: AT&T; Comcast Corp.; General Electric Co.; Time Warner; Viacom; Yahoo!; Aeon Co. Ltd.; Mediaset; Sumitomo Corporation; Telecom Italia; Cebridge; Education Management Corporation; WEDU—Florida West Coast Public Broadcasting; and the Association of Public Television Stations.

4. Describe any business relationship, dealing, or financial transaction which you have had during the last 10 years, whether for yourself, on behalf of a client, or acting as an agent, that could in any way constitute or result in a possible conflict of interest in the position to which you have been nominated: Not Applicable.

5. Describe any activity during the past 10 years in which you have been engaged for the purpose of directly or indirectly influencing the passage, defeat, or modification of any legislation or affecting the administration and execution of law and public policy.

During the past 10 years, as a citizen of the State of Florida, I have visited members of the state's delegation to the U.S. Congress to request adequate funding for public television. I have never received payment from anyone to advocate for this cause.

6. Explain how you will resolve any potential conflict of interest, including any that may be disclosed by your responses to the above items.

It has been pointed out to me during this process by the OGE that certain potential conflicts exist (see #3 above); with respect to those, pursuant to the CPB's Conflicts of Interest Policy, I will agree if confirmed not to participate in any covered transaction between CPB and these entities. If confirmed, I will resign my seat on the Board of Directors of the Association of Public Television Stations.

#### C. LEGAL MATTERS

1. Have you ever been disciplined or cited for a breach of ethics by, or been the subject of a complaint to any court, administrative agency, professional association, disciplinary committee, or other professional group? If so, explain: No.

2. Have you ever been investigated, arrested, charged, or held by any Federal, State, or other law enforcement authority of any Federal, State, county, or municipal entity, other than for a minor traffic offense? If so, please explain: No.

3. Have you or any business of which you are or were an officer ever been involved as a party in an administrative agency proceeding or civil litigation? If so, please explain: No.

4. Have you ever been convicted (including pleas of guilty or *nolo contendere*) of any criminal violation other than a minor traffic offense? If so, please explain: No.

5. Have you ever been accused, formally or informally, of sexual harassment or discrimination on the basis of sex, race, religion, or any other basis? If so, please explain: No.

6. Please advise the Committee of any additional information, favorable or unfavorable, which you feel should be disclosed in connection with your nomination: Not Applicable.

#### D. RELATIONSHIP WITH COMMITTEE

1. Will you ensure that your department/agency complies with deadlines for information set by congressional committees? Yes.

2. Will you ensure that your department/agency does whatever it can to protect congressional witnesses and whistle blowers from reprisal for their testimony and disclosures? Yes.

3. Will you cooperate in providing the Committee with requested witnesses, including technical experts and career employees, with firsthand knowledge of matters of interest to the Committee? Yes.

4. Are you willing to appear and testify before any duly constituted committee of the Congress on such occasions as you may reasonably be requested to do so? Yes.

#### RESUME OF LIZ SEMBLER

##### **Employment History**

Director of Jewish Studies, Pinellas County Jewish Day School Clearwater, Florida, 2001 to present.

Coordinator of Pre-K–8th grade religious education program, responsibilities of which include supervising Hebrew and Jewish Studies teachers; teaching Middle School Bible, Hebrew, and Jewish Studies; conducting daily morning prayer service; setting curriculum; conducting holiday programming; and working with other Jewish communal professionals and rabbis.

Sixth Grade Jewish Studies Teacher, Pinellas County Jewish Day School, Clearwater, Florida, 2000–2001.

Staff Writer, *St. Petersburg Times*, Times Publishing Company, St. Petersburg, Florida, 1984–1986.

##### **Community Service**

Member, Board of Directors, Florida West Coast Public Broadcasting, Inc.—WEDU, Tampa, Florida, 1993 to present.

Served as Chairman of the Board 2001–2003.

Member, Board of Directors, Council of Advisors, The Florida Orchestra, 1995 to present.

Member, Board of Overseers, William Davidson Graduate School of Jewish Education, Jewish Theological Seminary, New York, New York, 2004 to present.

Member, Board of Directors, Association of Public Television Stations, Washington, D.C., 2006 to present.

Jewish Communal Leader, 1987 to present.

Serving or has served on boards of the Jewish Federation of Pinellas County; the Pinellas County Jewish Day School; Congregation Bnai Israel of St. Petersburg, Florida; Ritual Committee of Congregation Bnai Israel; and National Young Leadership Cabinet of the United Jewish Communities.

**Education**

Gratz College, Philadelphia, PA, 2007.  
 Graduate Certificate in Jewish Education.  
 University of South Florida, Tampa, Florida, 1989.  
 Master of Arts in English.  
 Syracuse University, Syracuse, New York, 1984.  
 Bachelor of Arts in Newspaper and Political Science.

**Honors and Recognitions**

*Shin Award* from the Jewish Theological Seminary, New York for Service to Community, Synagogue and the Jewish Theological Seminary, 2005.  
*Young Leadership Award* from the Pinellas County Jewish Federation, 2003.  
*University Scholar*, Syracuse University, 1984.

The CHAIRMAN. I thank you very much, Ms. Sembler.  
 Any questions? Apparently, your record is very clear.  
 Ms. SEMBLER. Thank you.  
 The CHAIRMAN. Very good.  
 May I now recognize Senator Pryor of Arkansas?

**STATEMENT OF HON. MARK PRYOR,  
 U.S. SENATOR FROM ARKANSAS**

Senator MARK PRYOR. Thank you, Mr. Chairman.  
 And I share the Board's and the prospective Board members' concerns about public broadcasting. I think it is a very important part of the American fabric, and we need to make sure that it remains strong and is doing all the things that it is intended to do.  
 So, thank you.  
 And I want to also thank Senator Inouye for accommodating my father to join us today by teleconference, and he is in my office in Little Rock. So, Dad, glad you could join us today.  
 And I don't have any questions.  
 Thank you.  
 Senator DAVID PRYOR. Thank you, Mark.  
 The CHAIRMAN. Senator Pryor or Ambassador Pryor, whatever it is, the floor is yours, sir.

**STATEMENT OF HON. DAVID H. PRYOR, RENOMINATED TO BE  
 A MEMBER OF THE BOARD OF DIRECTORS, CORPORATION  
 FOR PUBLIC BROADCASTING**

Senator DAVID PRYOR. Mr. Chairman, I thank you, and I thank the distinguished Members of the Committee. And I thank Senator Nelson, and I thank Senator Pryor—the other Senator Pryor, or the real Senator Pryor, for his nice words.  
 And I really do appreciate, Mr. Chairman, you and the Committee and the staff accommodating my rather nutty and hectic schedule this morning, which has sort of spun out of control in recent days.  
 For the last 2 years, it has been my honor and privilege to interact with my esteemed colleagues as a member of the Corporation for Public Broadcasting board. I have had the opportunity, Mr.

Chairman, to meet and listen to many, many viewers and those people who run our public television and public radio stations across America and to learn how these public television entities and radio stations are affecting the lives of each individual American.

I have also continued to keep up my readings, Mr. Chairman, on the history and the purpose and the practice and the ultimate mission of public broadcasting that we should never lose sight of in our great and diverse country. What I have seen and heard is most rewarding, and I believe it validates our public investment in this great enterprise.

And it is, Mr. Chairman, a great investment. It is a great investment in our children, in our educational system, and it is a great investment in America.

We are currently celebrating over 40 years of public broadcasting in America. Every citizen of our country, rural and urban alike, now has access to the many varied programs offered by public radio and television. With the large television transition coming next year, that access is going to be increasingly digital and will span many new and different medias—iPods, phones, games—and it will be accompanied by more outreach work.

Notwithstanding the many contributions the commercial stations and the new cable systems have made, more and more, the average citizen in America has established a very special, unique relationship, even a bond, with their favorite program brought to them by public broadcast and public radio. We have heard this from so many people all over the country through the Corporation for Public Broadcasting's My Source initiative, which asks viewers and listeners alike to tell local stations what they like best about their services.

I believe, Mr. Chairman and distinguished Members of the Committee, that the Corporation for Public Broadcasting, with its unique partnerships, member outlets, State governments, and private donors, has truly developed a real family, and a strong family at that, of support for the common belief that the American experience with each other through this system of public broadcast, television and radio, has met with enormous success. This experience has helped to bring us together to define ourselves and to explore in a very transparent way our differences and also, most importantly, our common interests.

Respectfully, Mr. Chairman and members of the Committee, it would be so difficult to imagine America without, some 40 years ago, "Sesame Street," Robert McNeil, Jim Lehrer, "Antiques Roadshow," "All Things Considered," local and national debates, "Car Talk," "Mr. Rogers," the real and living part of our American landscape that has spanned these four decades of public broadcast.

Mr. Chairman, I can attest that I bring no agenda with my nomination today. Although I have very little experience in the field of radio or television broadcasting, I have learned a great deal in my last 22 months, I certainly hope, both from my wonderful and diverse colleagues on the Board—from the fine staff that the Corporation for Public Broadcasting has assembled; from our Chief Executive Officer, Pat Harrison; and from trips and meetings that we have attended as a Board.

In fact, Mr. Chairman, we had this past summer a very, very constructive meeting and a 3-day session in your state of Hawaii, which I must say was most enjoyable.

I pledge that I do bring a strong commitment to this system, which is reinforced through my exposure to the good work of the corporation that it has accomplished, and I would like to continue, Mr. Chairman and Members of the Committee, to help make a contribution to CPB's quest for excellence. We are certainly on our way. And because of public radio and public television, I do believe that America is a better place.

Thank you, Mr. Chairman. And once again, thank you for the accommodations to allow me to appear from Little Rock, Arkansas, on this teleconference. I look forward to meeting our new colleagues on the board as we go through this coming year—through the coming years ahead. Thank you.

[The prepared statement and biographical information of Senator David Pryor follow:]

PREPARED STATEMENT OF HON. DAVID H. PRYOR, RENOMINATED TO BE A MEMBER OF THE BOARD OF DIRECTORS, CORPORATION FOR PUBLIC BROADCASTING

Mr. Chairman and Distinguished Members of the Committee:

I am honored to join you once more as I am re-nominated to the Board of the Corporation for Public Broadcasting. I want to give a special thanks to you, Chairman Inouye, and all of the Commerce Committee Staff for accommodating my schedule this morning and allowing me to appear before you via teleconference.

For going on 2 years, I have had the opportunity to interact with my esteemed colleagues, with public stations' staff and with independent producers, to meet the listeners and the viewers, to see how CPB's educational and investigative programming truly affects the lives of Americans. I have continued to keep up my reading on the history, purpose, practice, and ultimate mission of public broadcasting in our great and diverse country. What I have seen and heard is rewarding, and I believe validates our public investment in this enterprise.

America is currently celebrating forty years of public broadcasting in our country. Virtually every American citizen, in every rural and urban neighborhood, now has access to the many varied programs offered by public radio and television. And with the television transition next year, that access will be increasingly digital, and will span many new and different media—iPods, phones, games, and will be accompanied by more outreach work.

Notwithstanding the many contributions the commercial stations and new cable systems have made, more and more the average citizen in America has established a special relationship, even a bond, with their favorite program brought to them by public broadcast and public radio. We have heard this from so many people over the last year through CPB's My Source initiative, which asks viewers and listeners to tell local stations what they like best about their services.

I truly believe that the Corporation for Public Broadcasting, with its unique partnerships with member outlets, state governments, and private donors, has developed a strong family of support for the common belief that sharing the American experience with each other through public broadcast television and radio has met enormous success. This experience has helped bring us together, to define ourselves, to explore in a very transparent way our differences and common interests.

Respectfully, Mr. Chairman and Members of the Committee, it would be difficult to imagine what America might have missed had we failed some forty years ago to authorize and commit to a system of public broadcasting—*Sesame Street*. Robert McNeil and Jim Lehrer. *Antiques Roadshow*. *All Things Considered*. Local and national debates. *Car Talk*. *Mr. Rogers*—a real and living part of our American landscape.

Mr. Chairman—I can attest that I bring no agenda with my nomination. Although I have very little experience in the field of radio or television broadcasting, I have learned a great deal in my last 22 months—both from my diverse colleagues and from the trips and meetings that we have attended as a Board.

I pledge that I do bring a strong commitment—which is reinforced through my exposure to the good work that the Corporation has accomplished—and I would like



to continue, to help contribute to CPB's quest for excellence. Because of public radio and television, I believe that America is a better place.

#### A. BIOGRAPHICAL INFORMATION

1. Name (include any former names or nicknames used): David Hampton Pryor.
2. Position to which nominated: Board of Directors, Corporation for Public Broadcasting.
3. Date of Nomination: June 2008.
4. Address (List current place of residence and office addresses):
  - Residence: Information not released to the public.
  - Office: 1405 N. Pierce Street, Suite 212, Little Rock, AR 72207.
5. Date and Place of Birth: August 29, 1934; Camden, Arkansas.
6. Provide the name, position and place of employment for your spouse (if married) and the name and ages of your children (including stepchildren and children by a previous marriage):
  - Barbara Lunsford Pryor, (wife—self-employed Interior Decorator); children: David Hampton Pryor, Jr., son, 48; Mark Lunsford Pryor, son, 45; Scott Newton Pryor, son, 42.
7. List all college and graduate degrees. Provide year and school attended:
  - B.A., University of Arkansas, 1957.
  - L.L.B., University of Arkansas, 1964.
8. List all post-undergraduate employment, and highlight all management-level jobs held and any non-managerial jobs that relate to the position for which you are nominated.
  - Publisher, *The Ouachita Citizen*.
  - Arkansas State Representative.
  - United States Representative (AR).
  - Governor, State of Arkansas.
  - United States Senator (AR).
  - Distinguished Professor, University of Arkansas at Fayetteville.
  - Distinguished Professor, Lyon College.
  - Fellow, Institute of Politics, Harvard University.
  - Director, Institute of Politics, Harvard University.
  - Consultant, Federal Express Corporation.
  - Managing Director, Herrington, Inc.
  - Consultant, CorpHealth.
  - Consultant, Waste Management.
  - Consultant, Financial Services Corporation.
  - Consultant, Halter Financial Group.
  - Consultant, Anawah, Inc.
  - Consultant, Arkansas Electric Cooperatives.
  - Consultant, Waste Management.
  - Partner, Sundquist, Pryor, Boland, Reeves, Cloud.
  - Consultant, George Tagg Consulting.
9. Attach a copy of your resume. A copy is attached.
10. List any advisory, consultative, honorary, or other part-time service or positions with Federal, State, or local governments, other than those listed above, within the last 5 years: Comptroller General's Commission to Study the Federal Workers
11. List all positions held as an officer, director, trustee, partner, proprietor, agent, representative, or consultant of any corporation, company, firm, partnership, or other business, enterprise, educational, or other institution within the last 5 years.
  - Consultant, University of Arkansas.
  - Dean, Clinton School of Public Service, University of Arkansas.
  - Consultant, Federal Express Corporation.
  - Managing Director, Herrington, Inc.

Consultant, CorpHealth.  
 Consultant, Waste Management.  
 Consultant, Financial Services Corporation.  
 Consultant, Halter Financial Group.  
 Consultant, Anawah, Inc.  
 Consultant, Arkansas Electric Cooperatives.  
 Consultant, Waste Management.  
 Partner, Sundquist, Pryor, Boland, Reeves, Cloud.

12. Please list each membership you have had during the past 10 years or currently hold with any civic, social, charitable, educational, political, professional, fraternal, benevolent or religious organization, private club, or other membership organization. Include dates of membership and any positions you have held with any organization. Please note whether any such club or organization restricts membership on the basis of sex, race, color, religion, national origin, age, or handicap.

Heifer International Board Member 2000–2005 (approx.)  
 Winrock International Board Member 1998–2000 (approx.)  
 Alfalfa Club, 1995 to present.  
 Arkansas Arts Center.  
 KLRE/KUAR.  
 Arkansas Rep Theatre.  
 Arkansas Alumni Association, 1990 to present.  
 Arkansas Bar Association, since admitted to Bar.  
 Association of Former Members of Congress, 2004 to present.  
 Chenal Country Club Member, 1998–2000 (approx.)  
 Rotary Club of Little Rock, honorary, 1997 to present.  
 Blessings Country Club, member, 2008.

13. Have you ever been a candidate for and/or held public office (elected, non-elected, or appointed)? If so, indicate whether any campaign has any outstanding debt, the amount, and whether you are personally liable for that debt: Yes, no outstanding debt.

14. Itemize all political contributions to any individual, campaign, or organization, political party, political action committee, or similar entity of \$500 or more for the past 10 years. Also list all offices you have held with, or services rendered to, a state or national political party or election committee during the same period.

Mark Pryor for U.S. Senate  
 Will Pryor for Congress  
 Hillary Clinton for President  
 Chet Culver Committee  
 Democratic Party of Arkansas  
 John Kerry for President  
 Meeks for Congress  
 Ed Stanton for Congress  
 Dodd for Senate  
 Jimmie Lou Fisher Campaign  
 Boren for Congress  
 Mike Beebe for Governor  
 Mike Hathorn  
 Vic Snyder for Congress

15. List all scholarships, fellowships, honorary degrees, honorary society memberships, military medals, and any other special recognition for outstanding service or achievements.

Heinz Award Juror for Public Policy.  
 AARP Andrus Award.  
 1st Annual Wilbur D. Mills Leadership Award for Preserving Social Security.  
 KARK Community Service Award.  
 Fellow & Director, Institute of Politics, Harvard University.

Distinguished Service Award, Arkansas Press Association.  
 Arkansas Broadcasters Association Arkansan of the Year.  
 Arkansas Governor's Conference on Tourism Hall of Fame.  
 The International Foundation's Public Service Award.  
 Eagle Award, Washington Regional Medical Foundation.  
 National Association of Area Agencies on Aging President's Award.  
 Arkansas Education Association Friend of Education Award.  
 Diamond Award, Arkansas Chapter Public Relations Society of America.  
 University of AR Law School Distinguished Alumni Award.  
 Elected Officials Appreciation Award—AR Martin Luther King, Jr. Commission.  
 Arkansas Agriculture Hall of Fame.  
 Historic Preservation Alliance of AR—Parker Westbrook Lifetime Achievement Award.  
 Charles M. West Distinguished American Ward—97th NARD Annual Convention.  
 University of Arkansas for Medical Sciences Certificate of Appreciation in Grateful Recognition of outstanding contributions to the field of Gerontology and Geriatrics.  
 Easter Seals Man of the Year.  
 Golden Plow Award, American Farm Bureau Federation.  
 Legislative Conservationists of the Year Award by AR Wildlife Federation in Cooperation With the National Wildlife Federation and Sears Roebuck & Co.  
 Greater Little Rock Chamber of Commerce Pinnacle Award.  
 Honorary Doctorate University of Arkansas.  
 Honorary Doctorate Henderson State University.  
 Honorary Doctorate Lyon College.  
 Honorary Doctorate Philander Smith College.

16. Please list each book, article, column, or publication you have authored, individually or with others. Also list any speeches that you have given on topics relevant to the position for which you have been nominated. Do not attach copies of these publications unless otherwise instructed.

During my years in public service, I have given numerous speeches and have authored several articles and have not kept a record of such.

17. Please identify each instance in which you have testified orally or in writing before Congress in a governmental or non-governmental capacity and specify the date and subject matter of each testimony.

I have served in both the U.S. Senate and U.S. House of Representatives. All of these are public record.

18. Given the current mission, major programs, and major operational objectives of the department/agency to which you have been nominated, what in your background or employment experience do you believe affirmatively qualifies you for appointment to the position for which you have been nominated, and why do you wish to serve in that position?

I have served 1½ years as a Member of the Board of the Corporation for Public Broadcasting. I seriously desire to continue carrying out the overall mission of public broadcasting in America as set out in the enabling legislation of 1967.

19. What do you believe are your responsibilities, if confirmed, to ensure that the department/agency has proper management and accounting controls, and what experience do you have in managing a large organization?

My responsibility as a Member of the Board is to help constantly monitor the financial resources granted to the CPB by the U.S. Congress.

20. What do you believe to be the top three challenges facing the department/agency, and why?

To help disseminate objective information, to assist member stations throughout America, to meet independent and local challenges of public broadcasting, and to make certain our Board acts in a non-partisan manner, listening to the concerns of the citizens we serve.

#### B. POTENTIAL CONFLICTS OF INTEREST

1. Describe all financial arrangements, deferred compensation agreements, and other continuing dealings with business associates, clients, or customers. Please include information related to retirement accounts.

Federal Express Corporation, consultant.  
Herrington, Inc., Managing Director.

2. Do you have any commitments or agreements, formal or informal, to maintain employment, affiliation or practice with any business, association or other organization during your appointment? If so, please explain.

See above

Additionally, this Fall I will serve as a Distinguished Visiting Professor at the University of Arkansas at Fayetteville.

3. Indicate any investments, obligations, liabilities, or other relationships which could involve potential conflicts of interest in the position to which you have been nominated: None.

4. Describe any business relationship, dealing, or financial transaction which you have had during the last 10 years, whether for yourself, on behalf of a client, or acting as an agent, that could in any way constitute or result in a possible conflict of interest in the position to which you have been nominated: None.

5. Describe any activity during the past 10 years in which you have been engaged for the purpose of directly or indirectly influencing the passage, defeat, or modification of any legislation or affecting the administration and execution of law and public policy: None.

6. Explain how you will resolve any potential conflict of interest, including any that may be disclosed by your responses to the above items: N/A.

#### C. LEGAL MATTERS

1. Have you ever been disciplined or cited for a breach of ethics by, or been the subject of a complaint to any court, administrative agency, professional association, disciplinary committee, or other professional group? If so, explain: No.

2. Have you ever been investigated, arrested, charged, or held by any Federal, State, or other law enforcement authority of any Federal, State, county, or municipal entity, other than for a minor traffic offense? If so, please explain: No.

3. Have you or any business of which you are or were an officer ever been involved as a party in an administrative agency proceeding or civil litigation? If so, please explain: No.

4. Have you ever been convicted (including pleas of guilty or *nolo contendere*) of any criminal violation other than a minor traffic offense? If so, please explain: No.

5. Have you ever been accused, formally or informally, of sexual harassment or discrimination on the basis of sex, race, religion, or any other basis? If so, please explain: No.

6. Please advise the Committee of any additional information, favorable or unfavorable, which you feel should be disclosed in connection with your nomination: N/A.

#### D. RELATIONSHIP WITH COMMITTEE

1. Will you ensure that your department/agency complies with deadlines for information set by Congressional committees? Yes

2. Will you ensure that your department/agency does whatever it can to protect Congressional witnesses and whistle blowers from reprisal for their testimony and disclosures?  
Yes

3. Will you cooperate in providing the Committee with requested witnesses, including technical experts and career employees, with firsthand knowledge of matters of interest to the Committee? Yes.

4. Are you willing to appear and testify before any duly constituted committee of the Congress on such occasions as you may reasonably be requested to do so? Yes.

#### RESUME OF DAVID H. PRYOR

##### Education

University of Arkansas, Fayetteville, Arkansas 1954–1957.

B.A. Political Science

University of Arkansas School of Law, Fayetteville, Arkansas 1961–1964.

L.L.B.

##### Employment Summary

Publisher, *The Ouachita Citizen*, Camden, Arkansas 1957–1961.

Arkansas House of Representatives, 1960–1966.  
 Attorney, Pryor and Barnes, Camden, Arkansas 1964–1966.  
 U.S. Representative, 4th District Arkansas, 1966–1972.  
 Governor, State of Arkansas 1975–1979.  
 U.S. Senator, State of Arkansas 1979–1996.

#### **Academic Appointments**

Fulbright Distinguished Fellow of Law and Public Affairs, University of Arkansas School of Law. Fayetteville, Arkansas 1997.  
 Distinguished Professor, Lyon College, Batesville, Arkansas 1999.  
 Fellow, John F. Kennedy School of Government's Institute of Politics, Harvard University 1999.  
 Director of the Institute of Politics, Harvard University 2000.  
 Blair Center Distinguished Lecturer in Fulbright College, University of Arkansas. Fayetteville, Arkansas 2003.

#### **Special Honors and Recognitions**

Honorary Doctorate, University of Arkansas.  
 Honorary Doctorate, Henderson State University.  
 Honorary Doctorate, Lyon College.  
 Honorary Doctorate, Philander Smith College.  
 Honorary Doctorate, Hendrix College.  
 Arkansas Wildlife Federation/National Wildlife Federation Legislative Conservationist of the Year (1982).  
 American Farm Bureau Federation Golden Plow Award (1989).  
 Easter Seals Arkansan of the Year (1991).  
 UAMS Certificate of Appreciation "In grateful recognition of outstanding contributions to the fields of Gerontology and Geriatrics" (1992).  
 Charles M. West Distinguished American Award (97th Annual NARD Annual Convention, (1995)).  
 University of Arkansas Law School Distinguished Alumni Award (1996).  
 Historic Preservation Alliance of Arkansas "Parker Westbrook Lifetime Achievement Award" (1996).  
 Arkansas Agriculture Hall of Fame (1996).  
 Arkansas Martin Luther King, Jr. Commission Elected Officials Appreciation Award (1996).  
 Arkansas Chapter PRSA Diamond Award (1997).  
 Arkansas Education Association Friend of Education Award (1997).  
 National Association of Area Agencies on Aging President's Award (1997).  
 Washington Regional Medical Foundation Eagle Award (1997).  
 International Foundation of Employee Benefits Plan Public Service Award (1997).  
 Arkansas Governor's Conference on Tourism Hall of Fame (1997).  
 Arkansas Broadcasters Association Arkansan of the Year (1997).  
 Arkansas Press Association Distinguished Service Award (1997).  
 Arkansas Community Foundation Roots and Wings Award (1998).  
 KARK Community Service Award (1999).  
 First Annual Wilbur D. Mills Leadership Award for Preserving Social Security (1999).  
 AARP Andrus Award (2002).  
 Heinz Award "Juror for Public Policy" (2004).  
 Greater Little Rock Chamber of Commerce Pinnacle Award.  
 UAMS Distinguished Service Award.

#### **Selected and Philanthropic Organizations**

Board of Directors, Winrock International (1999–2002).  
 Board of Directors, Heifer Project international (1998 to present).

**Selected Activities**

International Rescue Committee, Albania (1999).

Long-Term Care Project, Institute for Healthcare Policy, Georgetown University (2000–2002).

Comptroller General's Commission to Study the Federal Workforce (2000–2003).

The CHAIRMAN. I thank you very much, Senator Pryor. You have come through loud and clear.

Senator DAVID PRYOR. Thank you, sir.

The CHAIRMAN. And I commend you for your continuation of public service. I knew you had it in you. But if you don't mind, I will call upon your son to question you. A son should not—

[Laughter.]

Senator MARK PRYOR. Mr. Chairman, thank you.

I really don't have any questions for the panel. But again, thank you all for your interest in serving public broadcasting. I think it is a very important part of the American fabric, as I said a few moments ago.

And I know how much my father treasures the opportunity to serve in that way because he has that strong conviction of how important it is. So I am glad to see the rest of you all doing the same thing.

Mr. Chairman, thank you.

The CHAIRMAN. You don't wish to question your father?

Senator MARK PRYOR. Well, is he under oath? That is what I want to know. No, we will leave that for later, but thank you.

The CHAIRMAN. Senator Stevens?

**STATEMENT OF HON. TED STEVENS,  
U.S. SENATOR FROM ALASKA**

Senator STEVENS. I don't know what we can do with two Pryors at the same time on this Committee. That is the problem.

I, too, congratulate you for being willing to continue to serve, Senator, and am happy to see you here today.

Senator DAVID PRYOR. Thank you, sir.

Senator STEVENS. Would you put my statement in the record someplace, Mr. Chairman? I am sorry to be late.

The CHAIRMAN. Without objection, so ordered.

[The prepared statement of Senator Stevens follows:]

PREPARED STATEMENT OF HON. TED STEVENS, U.S. SENATOR FROM ALASKA

Mr. Chairman, thank you for holding this morning's hearing. I am pleased to see all the nominees here today.

In an age when talk shows and soap operas rule daytime television and reality shows are rampant in primetime, it is important that viewers, especially children, have access to the educational and diverse programming provided by public broadcasting.

These programs are available through both TV and radio, and most, if not everyone in this room, has likely watched or listened to a program produced by a public broadcasting station like PBS or NPR. The Corporation for Public Broadcasting is responsible for supporting these stations and ensuring that the programming is available to the general public.

The nominees today have been selected to perform a vital role as members of the Board of Directors of CPB. I know a few of them already have experience on this board, and I thank them for their continued willingness to serve. To the rest, I also thank them and I look forward to hearing from them.

Senator STEVENS. Thank you.

The CHAIRMAN. Senator Hutchison? Senator Hutchison, do you want to question Senator Pryor?

**STATEMENT OF HON. KAY BAILEY HUTCHISON,  
U.S. SENATOR FROM TEXAS**

Senator HUTCHISON. I was just trying to find out exactly what—where you were because I was late. Has everyone made opening statements or not made opening statements?

The CHAIRMAN. You may make your opening statement.

Senator HUTCHISON. Just wanting to know what your format is. Have they made opening statements yet?

The CHAIRMAN. Yes.

Senator HUTCHISON. OK. Well, let me just say—and David, it is great to see you again, and all of you here who are nominated for the Board—it is such an important Board for our country. And while many people, we have so many choices on channels now, there is no channel that gives programming for young children like the Corporation for Public Broadcasting.

It is the one that you can rely on that will be educational and appropriate, and I am not going to ever have to worry about hearing words that I won't let my children use. I don't ever have to worry about violence or people not treating each other with respect, which you do find on other "cartoon channels."

So I appreciate that, and when we are into the question period, I just will ask if everyone is committed to continuing wholesome, educational programming for children because there is no alternative out there for that.

And then second, I think the outreach that the CPB does in our communities in the Ready To Learn program for literacy for ages 2 through 8, which has even won an award from the Department of Education, is also another major achievement.

And the news, Jim Lehrer is still just the greatest at providing in-depth news analysis and coverage and interviews. He does a super job. McNeil/Lehrer was one of my favorites for years, and now Jim Lehrer has just continued to provide that kind of in-depth backup news that we wouldn't get other places.

So I thank you all for being willing to serve, every one of you. I have read your qualifications, and I think you are an excellent mix of our great Nation. And so, I applaud it.

And Mr. Chairman, thank you for—I think you have already said that we are going to have a markup off the floor to allow these nominees to go forward. Is that correct?

The CHAIRMAN. We will do our best.

Senator HUTCHISON. Oh, OK. Well, I hope we will because if we can have the confirmation off the floor so that they can move forward, I think it would be a great asset for our country.

So thank you very much.

The CHAIRMAN. Thank you.

Senator Thune?

**STATEMENT OF HON. JOHN THUNE,  
U.S. SENATOR FROM SOUTH DAKOTA**

Senator THUNE. Mr. Chairman, I don't have any questions for our nominees, but I do want to thank them for their willingness to serve and, in some cases, to re-up and do another term. We have got some wonderful people with some great resumes and a wealth of experience and knowledge that they can bring to these positions.

And so, I know that public service is a calling, and I appreciate anybody who is willing to do it when there are lots of other demands on their time. And so, I appreciate very much the service of our nominees and look forward to moving those nominations fairly quickly and appreciate your all being here today. Thank you.

Thank you, Mr. Chairman.

The CHAIRMAN. Thank you very much.

And now I would like to call upon a member of the CPB who is up for reappointment, the Honorable Cheryl Feldman Halpern.

**STATEMENT OF HON. CHERYL FELDMAN HALPERN,  
MEMBER, BOARD OF DIRECTORS,  
CORPORATION FOR PUBLIC BROADCASTING**

Ms. HALPERN. Thank you.

Chairman Inouye, Senator Hutchison, and distinguished Members of this Committee, I appreciate the opportunity to address the Committee and for your consideration of my nomination to serve a second term on the Board of the CPB.

My time at the CPB has been among the most fulfilling of my years of involvement in public service. A commitment that has included service on the Boards for International Broadcasting, Broadcasting Board of Governors, the Foundation for the Defense of Democracies, the President's Advisory Council of Barnard College, and the Women's Democracy Network.

Since 2002, I have served on the Board of CPB, and I was also privileged to be elected by my Board colleagues to serve two terms as Chair. I wanted to take this opportunity to talk about my work on the CPB Board in particular. As you know, the board is charged with overseeing compliance with the laws and regulations governing the corporation and the use of public broadcasting funds.

CPB's Board has extensive oversight over matters related to budgetary controls and governance. We give the CPB staff broad policy guidance, consistent with the directives of the law, but the Board has no role in individual program decisions.

Shortly after my becoming Chairman, the Board received the findings and recommendations of the CPB's Office of the Inspector General, published in November 2005. As soon as we received the OIG's recommendations, we moved to act deliberately and effectively. A comprehensive review of the governance and internal operations of the corporation followed, and we call this review "Project Champion."

For the first time in CPB's 40-year history, we initiated a top-to-bottom review of its operations and procedures. Never before had our organization undertaken a major examination of every task, operation, and practice to ensure that CPB is following best practices and promoting accountability.



We needed to establish a tone from the top based on integrity, ethical values, and clear assignments of authority and responsibility, which are critical to the success of any organization. Thus, the Board established a Corporate Governance Committee currently chaired by one of our Board members and one of your former colleagues, Senator David Pryor, and as well as an Executive Compensation Committee.

As part of Project Champion, the Board also implemented a new code of ethics and a conflict of interest policy for directors, clarified board and CEO roles and responsibilities, committed to transparent actions during board meetings, prevented the use of political tests and employment decisions, adopted a whistleblower policy, adopted new expense guidelines, and committed to a revision of its role in CPB contracting.

I am proud that in my time as chair we made these significant revisions to our governance procedures, established more clearly defined roles and responsibilities for the Board Chair and for the CPB President and CEO. In addition, the Board, under my tenure as Chair and since, has committed to holding more meetings outside of Washington, D.C. This allows us to see for ourselves how America's public television and radio stations are, in fact, serving these local public audiences.

There is an old public broadcasting saying. "When you have seen one public broadcasting station, you have seen one public broadcasting station." My fellow Board members' and my experiences certainly reflect that sentiment. In the past few years, we have individually and as a Board visited stations across the country. Every station we have visited is unique, with its own history, its own challenges, and its own understanding of its place in the community.

These visits offer us valuable opportunities to connect with public broadcasting where it happens and to learn from the men and women who work every day to bring their communities not only the programming, but also the outreach, the online services, and the opportunity for community engagement that set public broadcasting apart.

To give just one example, on our trip to Hawaii, where we visited with you, Mr. Chairman, we learned how the islands that make up the state use public broadcasting for emergency preparedness, for promoting literacy, and for celebrating the state's diverse and special culture.

We are also working to raise public awareness of the excellence in our programming. I am proud to currently serve the Board as its Chairman of the Public Awareness Committee, which carries forward this work on an ongoing basis.

By reaching out to local station boards, conducting station visits, working to educate opinion leaders and elected representatives, and doing regular outreach, we are making ourselves effective goodwill Ambassadors on behalf of all public broadcasters. We strive to give voice to a simple message. Public broadcasting is our source for quality programming across the entire spectrum of possibility.

All of these efforts bear the imprint and reflect the hard work of a dedicated staff and board. My goal as a member of the Board has

been, and I hope will continue to be, to responsibly serve as a fiduciary for public broadcasting as mandated by Congress.

Thank you again, Mr. Chairman and distinguished Members of the Committee, for inviting me to testify today. And I would be happy to answer any questions you might have.

[The prepared statement and biographical information of Ms. Halpern follows:]

PREPARED STATEMENT OF HON. CHERYL FELDMAN HALPERN, MEMBER, BOARD OF DIRECTORS, CORPORATION FOR PUBLIC BROADCASTING

Chairman Inouye, Senator Hutchison, and Members of this Committee, thank you for this opportunity to address the Committee and for your consideration of my nomination to serve a second term on the Board of the CPB.

My time at CPB has been among the most fulfilling during the years of my involvement in public service—a commitment that has included service on the Boards for International Broadcasting, the Broadcasting Board of Governors, the Foundation for the Defense of Democracies, the President’s Advisory Council of Barnard College, and the Women’s Democracy Network. Since 2002, I have served on the Board of CPB, and I was also privileged to be elected by my board colleagues to serve two terms as Chair.

I wanted to take this opportunity to talk about my work on the CPB Board in particular. As you know, the Board is charged with overseeing compliance with the laws and regulations governing the Corporation and the use of public broadcasting funds. CPB’s Board has extensive oversight over matters related to budgetary controls and governance. We give the CPB staff broad policy guidance, consistent with the directives of the law, but the Board has no role in individual program decisions. Shortly after my becoming Chairman, the Board received the findings and recommendations of CPB’s Office of the Inspector General (OIG), published in November 2005.

As soon as we received the OIG’s recommendations, we moved to act deliberately and effectively. A comprehensive review of the governance and internal operations of the Corporation followed; we call this review Project Champion.

For the first time in CPB’s 40-year history, we initiated a top-to-bottom review of its operations and procedures. Never before had our organization undertaken a major examination of every task, operation and practice to ensure that CPB is following best practices and promoting accountability.

We needed to establish a “tone from the top” based on integrity, ethical values, and clear assignments of authority and responsibility, which are critical to the success of any organization. Thus the Board established a Corporate Governance Committee, currently chaired by one of our Board members and one of your former colleagues, Senator David Pryor, and an Executive Compensation Committee.

As part of Project Champion, the Board also implemented a new code of ethics and a conflict of interest policy for directors; clarified board and CEO roles and responsibilities; committed to transparent actions during board meetings; prevented the use of political tests in employment decisions; adopted a whistleblower policy; adopted new expense guidelines; and committing to a revision of its role in CPB contracting.

I am proud that in my time as Chair, we made these significant revisions to our governance procedures, established more clearly defined roles and responsibilities for the Board Chair and for the CPB President and CEO, and improved accountability and transparency in the operations of our organization.

In addition, the Board, under my tenure as Chair and since, has committed to holding more meetings outside of Washington, D.C. This allows us to see for ourselves how America’s public television and radio stations are in fact serving these local public audiences. There’s an old public broadcasting saying that “when you’ve seen one public broadcasting station, you’ve seen one public broadcasting station.” My fellow Board members’ and my experiences certainly reflect that sentiment. In the past few years we have, individually and as a Board, visited stations in Alaska, Arkansas, Arizona, California, Florida, Hawaii, Louisiana, Mississippi, Montana, New Jersey, New York, North Dakota, Pennsylvania, Puerto Rico and West Virginia. Every station we have visited is unique, with its own history, its own challenges, and its own understanding of its place in its community.

We have taken every opportunity to meet with station managers, staff and members of station boards of directors. Through these visits we have been able to see firsthand the role that public broadcasting plays in linking people and their commu-

nities with ideas, information and the resources they need in order to address communal concerns and create positive change.

These visits offer us valuable opportunities to connect with public broadcasting where it happens, and to learn from the men and women who work every day to bring to their communities not only the programming, but also the outreach, the online services, and the opportunities for community engagement that set public broadcasting apart.

To give just one example, on our trip to Hawaii, where we visited with you, Mr. Chairman, we learned how the islands that make up the state use public broadcasting for emergency preparedness, for promoting literacy, and for celebrating the state's diverse and special culture.

We are also working to raise public awareness of the excellence in our programming. I am proud to serve the Board currently as its Chairman of the Public Awareness Committee, which carries forward this work on an ongoing basis. By reaching out to local station boards, conducting station visits, working to educate opinion leaders and elected representatives, and doing regular outreach, we are making ourselves effective good will Ambassadors on behalf of all public broadcasters. We need to continue to engage the larger public audience—not just PBS viewers and NPR listeners—but those who simply do not know about the excellence that exists every day on America's public broadcasting stations. We strive to give voice to a simple message: public broadcasting is “My Source” for quality programming across the entire spectrum of possibility. As I have often said, we need to share our pride in public broadcasting.

All of these efforts bear the imprint and reflect the hard work of a dedicated staff and board. I can say that I have learned much during the course of my service on the CPB Board; whether it was in the preparation of the Board's response to the OIG's review, the creation of Project Champion, the positive interaction resulting from bringing our meetings to the communities across America or the enthusiasm for the Public Awareness Initiative. My goal as a member of the Board has been, and I hope, will continue to be, to responsibly serve as a fiduciary for public broadcasting as mandated by Congress. Thank you again, Mr. Chairman and Members of the Committee, for inviting me to testify today. I would be happy to answer any questions you might have.

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#### A. BIOGRAPHICAL INFORMATION

1. Name (include any former names or nicknames used): Cheryl Miriam Feldman Halpern (nee Feldman).

2. Position to which nominated: Director, Corporation for Public Broadcasting (re-nomination).

3. Date of nomination: June 3, 2008 (re-nomination).

4. Address (list current place of residence and office addresses).

Residence: Information is not available to public.

Office: Corporation for Public Broadcasting, 1401 Ninth Street, N.W., Washington, D.C. 20004–2129.

5. Date and place of birth: November 20, 1954; New Haven, CT.

6. Provide the name, position, and place of employment for your spouse (if married) and the names and ages of your children (including stepchildren and children by a previous marriage).

Spouse: Frederick Michael Halpern, Real Estate Developer, Partner, Atlantic Realty, 1190 Woodbridge Center Drive, Woodbridge, NJ 07095; children: Yonina Halpern Gomberg, age 29; Maiera Halpern Werthenschlag, age 26; Alexander Halpern, age 23.

7. List all college and graduate degrees. Provide year and school attended.

Barnard College, 1975, B.A.

NYU Graduate School of Business Administration, 1980, MBA Finance.

8. List all post-undergraduate employment, and highlight all management-level jobs held and any non-managerial jobs that relate to the position for which you are nominated.

| Date of Employment | Employer/Address                    | Title    |
|--------------------|-------------------------------------|----------|
| Aug. 2002—Present  | Corporation for Public Broadcasting | Director |

| Date of Employment    | Employer/Address  | Title               |
|-----------------------|---|---------------------|
| Sept. 2000—Present    | FCYMA/H, LLC<br>Livingston, New Jersey 07039                    | Member              |
| Nov. 1999—Present     | Mountain Ledge Investors, LLC<br>Livingston, New Jersey 07039   | Member              |
| 1998—Present          | Peppermint Spice, LLC<br>Livingston, New Jersey 07039           | Member              |
| Sept. 1995—2002       | Broadcasting Board of Governors<br>Washington, D.C. 20036       | Member              |
| April 1992—Present    | Integrated CFH Associates, G.P.<br>Livingston, New Jersey 07039 | Partner             |
| Dec. 1988—Present     | Then As Now, L.P.<br>Livingston, New Jersey 07039               | Partner             |
| Oct. 1990—August 1995 | Board for International Broadcasting<br>Washington, D.C. 20036  | Member              |
| May 1988 –1996        | Porcupine Enterprises, Inc.<br>Livingston, New Jersey 07039     | Secretary-Treasurer |
| 1984–1997             | CFYM Associates, Inc.<br>Livingston, New Jersey 07039           | President           |

9. Attach a copy of your resume. A copy is attached.

10. List any advisory, consultative, honorary, or other part-time service or positions with Federal, State, or local governments, other than those listed above, within the last 5 years: Not applicable.

11. List all positions held as an officer, director, trustee, partner, proprietor, agent, representative, or consultant of any corporation, company, firm, partnership, or other business, enterprise, educational, or other institution within the last 5 years.

|  |   |
|--|---|
| National Women's Committee of Republican Jewish Coalition<br>Washington Institute for Near East Policy<br>International Republican Institute<br>Barnard College<br>Jewish Policy Center<br>Queen of Sheba Foundation<br>Foundation for Defense of Democracies<br>Corporation for Public Broadcasting<br>Mountain Ledge Investors, LLC<br>Peppermint Spice, LLC<br>Integrated CFH Associates, GP<br>Then-As-Now, LP | Honorary Chairman<br><br>Lifetime Trustee<br>Member of Board<br>President's Advisory Council Member<br>Trustee<br>Chairman<br>Member of Board<br>Director, Chairman<br>Member<br>Member<br>Partner<br>Partner |
|--|---|

12. Please list each membership you have had during the past 10 years or currently hold with any civic, social, charitable, educational, political, professional, fraternal, benevolent, or religious organization, private club, or other membership organization. Include dates of membership and any positions you have held with any organization. Please note whether any such club or organization restricts membership on the basis of sex, race, color, religion, national origin, age, or handicap.

To the best of my knowledge, none restrict membership on any of the listed bases.

I am interpreting "membership" broadly and have attempted to include the organizations in which I am called a "member" by virtue of having made contributions.

|                                       |  |
|---------------------------------------|--|
| Republican Jewish Coalition (RJC)     | National Chairman (1993 to 2001); Member of Board of Directors<br>National Women's Committee, Honorary Chairman (10/07 to present) |
| B'nai B'rith International            | Chairman, U.N. Affairs Committee (1998 to 1992).<br>Life Member  |
| Joseph Kushner Hebrew Academy         | Member, Board of Education (Resigned);<br>Board of Trustees (Resigned)   |
| Anti-Defamation League                | Member, Regional Advisory Board  |
| Beaver Creek Club                     | Member   |
| Capitol Hill Club                     | Member   |
| Carnegie Club                         | Member (1998 to present)   |
| N.J. Israel Commission                | Member (1989 to 2001)  |
| Lexington Institute Board of Trustees | Member (No longer serving)   |

|   |   |
|---|---|
| Washington Institute for Near East Policy<br>The Hudson Institute<br>Business Executives for National Security<br>National Committee on American Foreign Policy<br>American Horse Show Association<br>Central N.J. Home for the Aged<br>AMIT Women<br>The Friendship Circle<br>Simon Wiesenthal Center<br>Holocaust Resource Foundation<br>Young Israel of Bal Harbor and Surfside<br>The Shul<br>Synagogue of the Suburban Torah Center<br>Congregation B'Nai Vail<br>Jewish-Americans for Franks<br><br>Bionexus Foundation<br>International Republican Institute<br>Women's Democracy Network<br>American Heart Association<br>Essex County Ritualarium<br>Barnard College<br>Garden State Arts Center Foundation<br>Congregation B'Nai Joseph DME<br>International Fellowship of Christians and Jews<br>North American Jewish Forum<br>Institute of Semitic Studies, Princeton University<br>Vail Valley Foundation<br>American Israel Public Affairs Committee<br>Jewish Institute for National Security Affairs<br>American Cancer Society<br>Weizman Institute of Technology<br>Jewish Educational Center<br>The Frisch School<br>Jewish National Fund<br>American Red Magen David for Israel<br>Commonwealth Jewish Trust<br>Yeshiva University<br>Dorot<br>Meals on Wheels<br>Yad Vashem<br>American—Israel Foundation<br>Jewish Policy Center<br>Rabbinical College of America<br>NCSY<br>Orthodox Union<br>Empower America<br>NORPAC<br>Bikur Cholim of Rockland County<br>Project Mercy<br>Stern College for Women of Yeshiva University<br>American Friends of Shaare Zedek Medical Center<br>Queen of Sheba Foundation<br>Sesame Workshop<br>Foundation for Defense of Democracies<br>Words Can Heal Organization<br>Meir Panim<br>Music Cares Foundation<br>Broadway Cares Equity Fights AIDS<br>NJN Foundation<br>Friends of WNET<br>Friends of WBGO<br>Friends of WNYC<br>Bayith Lepleitot<br>Seeds of Peace<br>Robin Hood Foundation<br>Republican Regents<br>National Republican Senatorial Committee<br>Republican Governor's Association<br>Republican Majority for Choice | Lifetime Trustee<br><br>Life Member<br>Life Member<br>Life Member<br><br>International Leadership Council Member<br><br>Co-Chairman (8/14/00 to 11/00) (No longer exists)<br>Director (Inactive since 5/00)<br>Member of Board (9/99 to present)<br><br>President's Advisory Council Member<br><br>Trustee<br><br>Chairman (1/07 to present)<br>Member of Board (2005 to present) |
|---|---|

13. Have you ever been a candidate for and/or held a public office (elected, non-elected, or appointed)? If so, indicate whether any campaign has any outstanding debt, the amount, and whether you are personally liable for that debt?

Yes. For positions on Board for International Broadcasting, Broadcasting Board of Governors, Board of Corporation for Public Broadcasting. No outstanding debt.

14. Itemize all political contributions to any individual, campaign organization, political party, political action committee, or similar entity of \$500.00 or more for

the past 10 years. Also, list all offices you have held with, and services rendered to, a state or national political party or election committee during the same period.

This information is retained in Committee files.

15. List all scholarships, fellowships, honorary degrees, honorary society memberships, military medals, and any other special recognition for outstanding service or achievements.

|         |  |
|---------|--|
| 10/2007 | Award for Excellence, National Women's Committee, Republican Jewish Coalition  |
| 6/2006  | New Jersey Network Distinguished Public Service Award  |
| 3/2005  | In Celebration of Women's History Month, Honored by the Essex County Board of Freeholders for "Her Outstanding Career in Broadcasting, Her Civic Involvement and Advocacy on Behalf of Women's Rights, and for Embodying the Spirit and Accomplishments of Women Everywhere" |

16. Please list each book, article, column, or publication you have authored, individually, or with others. Also, list any speeches that you have given on topics relevant to the position for which you have been nominated. Do not attach copies of these publications unless otherwise instructed.

#### Speaking Engagements

"Maximizing the My Source Platform in Your Community," My Source Public Awareness Initiative Conference, Chantilly, Virginia (03/08).

Jeane K. Kirkpatrick Memorial Award Dinner, Women's Democracy Network, Washington (03/08).

CPB Chairman—Spoken at Public CPB Meetings in Alaska, Arizona, Hawaii, Hopi Reservation, Mississippi, North Dakota, Pennsylvania, Puerto Rico and Washington, D.C.

Emma Bowen Scholars, Public Service Media Workshop, Washington, D.C.

"The Uses of Media: Information and Dis-Information," Foundation for Defense of Democracies, Freeport, Bahamas (05/07).

"Children's Literacy," "Between The Lions," Mississippi Public Broadcasting, Jackson, Mississippi (02/07).

"Challenges and Opportunities For Women In Politics And Governance In The Middle East And North Africa," Women's Democracy Network, Amman, Jordan (02/07).

"Developing Public Awareness," Major Giving Initiative Conference, Lansdowne, Virginia (07/06).

Presentation of Edward R. Murrow Award, New Orleans, Louisiana (07/06).

"Codes Of Conduct And Deontology Of The Global Media," *MEDEA* Conference, Brussels, Belgium (05/06).

"Holocaust Heroes," Premier of the New Jersey Network's "The Hidden Child" (04/06).

"Children And Cyberhate," American Committee for Shaare Zedek Medical Center, New York, New York (02/06).

"Electronic Anti-Semitism," International Council of Jewish Parliamentarians, Jerusalem, Israel (01/06).

"Children of Jerusalem: Painting Pain Dreaming Peace," (11/05).

Christine Todd Whitman Excellence in Public Service Series "Donor Relations" and "Grass Roots Outreach," 2004.

"The Media And Anti-Semitism," OSCE Conference on Anti-Semitism, Vienna, Austria (06/03).

"Your Soul Investment—Community Service," B'Nai B'rith Forum on Public Policy, Baltimore, Maryland (02/03).

"U.S. International Broadcasting: Challenges and Opportunities in the Middle East, Iran and China," USC Annenberg School for Communication (10/02).

"The Role of the Media in Covering Conflict," Voice of America, Jakarta, Indonesia (07/01).

"Jewish Women In The Political Process," Panel discussion, National Institute for Jewish Leadership (06/27/01).

"50 Anniversary of Voice of America Transmission From Tangier, Morocco," Speech (03/08/00).

**Articles**

- “Our Energy Security is Our National Responsibility,” by Cheryl Halpern and Michael David Epstein, *New Jersey Jewish News* (03/14/02).
- “Bush Offers Fresh Start, New Promise for Education”, by Cheryl Halpern and Matthew Brooks, *New Jersey Jewish News* (02/01/01).
- “Bush, Goldsmith And the Faith-Based Policy,” Letter to Editor, *Forward* (02/16/01).
- “Azerbaijan’s Support the Kind That Muslim States Should Emulate,” by Cheryl Halpern and Jason Epstein, *New Jersey Jewish News* (11/08/01)
- “Encouraging Muslim Moderation,” by Cheryl Halpern and Jason Epstein, *Forward* (11/16/01).
- “Put Syria Back on Drug List,” Letter to Editor, *Jewish Voice* (December 1997).
- “School Vouchers Give Parents More Power to Choose,” by Cheryl Halpern and Matthew Brooks, *New Jersey Jewish News* (10/16/97).
- “Look Again—President Clinton Is No Friend of Israel,” by Max Fisher, Cheryl Halpern, and Matthew Brooks, *The Jewish News* (04/03/97).
- “In Congress Jews Should Trust the Republicans,” by Richard Fox, Cheryl Halpern and Sheldon Kamins, *The Jewish News* (10/17/96).
- “The Republicans’ Actions Speak Louder Than Words,” by Max Fisher and Cheryl Halpern, *Washington Jewish Week* (10/11/96).
- Salute to the Republican Congress, *Speech* (08/14/96).
- “Nevertheless”, Letter to the Editor, *Washington Jewish Week* (01/26/96).
- Women’s Rights: A Perspective on Beijing, *Conference* (11/15/95).
- “Jewish Community Should Effect Change,” “Swing To GOP?”, by Max Fisher and Cheryl Halpern (10/94).
- “Reflections On the Accord,” *NJC Bulletin* (9/93, 10/93).
- “George Bush Kept Promises, Has Been Tested In Crisis,” by Max Fisher, George Klein and Cheryl Halpern, *The Jewish Standard*, *The Jewish News* (10/92).
- “Convention Was A Great Success In Eyes Of Jewish Republicans,” by Cliff Sobel and Cheryl Halpern, *The Jewish News* (8/92).
- “In Praise of Quayle,” by Cheryl Halpern and Elliot Felig, Letter to Editor, *The Jewish News* (5/89).
- “Dodd & Weicker Should Stop Meddling In The Israel Issue,” Letter to Editor, *New Haven Register* (04/88).

17. Please identify each instance in which you have testified orally or in writing before Congress in a governmental or non-governmental capacity and specify the date and subject matter of each testimony.

- |          |  |
|----------|--|
| 03/21/07 | Testimony as Chairman of CPB Board of Directors, Subcommittee on Labor, Health and Human Services, Education and Related Agencies, U.S. House Committee on Appropriations. |
| 11/04/03 | Confirmation hearing for appointment to CPB Board Senate Committee on Commerce, Science and Transportation.  |
| 07/20/95 | Testimony before U.S. Senate Committee on Foreign Relations, Official Hearing to be a member of the Broadcasting Board of Governors.                                       |

18. Given the current mission, major programs, and major operational objectives of the department/agency to which you have been nominated, what in your background or employment experience do you believe affirmatively qualifies you for appointment to the position for which you have been nominated, and why do you wish to serve in that position?

I have served on the boards of the Board of International Broadcasting, the Broadcasting Board of Governors, and the Corporation for Public Broadcasting (CPB). I was Chairman of the Board of the CPB for two terms of office. Therefore, I have experience in U.S. Government funded broadcasting. More specifically, in 1990, I was nominated by President Bush and confirmed by the Senate to serve on the Board for International Broadcasting (the “BIB”). In 1995, when the BIB ceased to exist due to congressional legislation, I was the only carryforward to serve on the Broadcasting Board of Governors. I was subsequently re-nominated by President Clinton and confirmed by the Senate. In 2002, I began my service on the Board of the CPB. I have served on the CPB Board of Directors for the past 6 years, and as Chairman of the Board for the last 2 years (October 2005–October 2007). During

my tenure as Chairman, we initiated a complete overall and reform of CPB's governance and internal control procedures, we began an initiative to increase awareness of the value and service that public broadcasting offers Americans across our country, and I personally made sure that our board traveled round America to view public broadcasting, not in the reports and notes received in Washington, D.C., but beyond the beltway in states like Alaska, Mississippi, Hawaii, North Dakota and Arizona.

19. What do you believe are your responsibilities, if confirmed, to ensure that the department/agency has proper management and accounting controls, and what experience do you have in managing large organization?

Members of the Board of Directors, both individually and collectively as a governing body, are responsible for ensuring that the Corporation's officers observe prudent management and accounting practices. This is achieved through an effective system of internal controls, approved by the Board, which include systematic reporting requirements. As Chair of the CPB Board, I initiated and oversaw "Project Champion," a comprehensive reform of CPB's governance and internal controls following the Inspector General's November 2005 investigative report. That multi-year effort led to the adoption of a broad range of "best practices", patterned on Sarbanes-Oxley and other safeguards, which have made the work of CPB more transparent and effective.

20. What do you believe to be the top three challenges facing the department/agency, and why?

A major challenge facing the public broadcasting industry and, by extension, the CPB, is maintaining and expanding its service to the American people during the transition from analog to digital broadcasting. With respect to television, CPB's most immediate task is to ensure that the public television audience continues to be served by their stations after the February 17, 2009 deadline for analog shutoff. As such, in allocating its special digital appropriation provided by Congress, CPB has made its highest priority investment in the transmission and related equipment needed to help stations meet the transition. While not facing a date-certain shutoff, public radio stations are leading the way in adopting this new digital technology. This will allow them to enhance the quality and scope of services they provide to their communities, as well as to provide their listeners with richer quality sound than is currently available.

Another challenge I would point to is that of ensuring public broadcasting's leadership in children's and educational programming in a fast-changing media landscape. Education is a core value of the public broadcasting community, as it has been since its inception. This fact is underscored by the results of a comprehensive CPB-commissioned survey of public television stations, which documents the educational services stations are providing directly to their communities. These services, which extend beyond the broadcast, range from helping to ensure that low-income children arrive at school "ready to learn"; special in-person reading programs for parents and childcare providers; to professional development resources for teachers; to online activities designed to spark student learning in subjects such as science and math. As a current CPB Board member, and a nominee to continue my service on this Board, I am committed to doing all I can to sustain the robust and vital contribution public broadcasting stations make when it comes to education and an informed and strengthened civil society.

A third challenge which we have begun to address is that of increasing the American people's awareness of the breadth and depth of the services that public broadcasting has to offer and the value that public broadcasting brings to American society and local communities. From the bricks and mortar of station facilities in hundreds of communities across the country to thousands of hours of community service programming, including millions of dollars of investment in education and beyond-the-broadcast community engagement activities, the public media enterprise connects citizens to their local communities and is, simply put, a national treasure. As Chair of the CPB Board's Public Awareness Committee, I believe that to preserve that treasure, it is essential that the American public, who have supported public broadcasting with their tax dollars, be made aware to the full extent of how public media enhances lives and enriches communities.

#### B. POTENTIAL CONFLICTS OF INTEREST

1. Describe all financial arrangements, deferred compensation agreements, and other continuing dealings with business associates, clients, or customers. Please include information related to retirement accounts: Not applicable.



2. Do you have any commitments or agreements, formal or informal, to maintain employment, affiliation, or practice with any business, association or other organization during your appointment? If so, please explain: No.

3. Indicate any investments, obligations, liabilities, or other relationships which could involve potential conflicts of interest in the position to which you have been nominated.

I have already signed and provided to the CPB's Senior Vice President and General Counsel a recusal letter confirming that I would refrain from participating in any covered transaction between CPB and any of the following entities in which I hold passive investments: Comcast Corp.; Linkton, Ltd.; Netlease.com; Time-Warner Cable; and Time-Warner, Inc.

4. Describe any business relationship, dealing, or financial transaction which you have had during the last 10 years, whether for yourself, on behalf of a client, or acting as an agent, that could in any way constitute or result in a possible conflict of interest in the position to which you have been nominated: None.

5. Describe any activity during the past 10 years in which you have been engaged for the purpose of directly or indirectly influencing the passage, defeat, or modification of any legislation or affecting the administration and execution of law or public policy.

I have served as Chairman and then on the Legislative Committee of the Republican Jewish Coalition. In those capacities, I have been involved in communicating the concerns of the Jewish community.

6. Explain how you will resolve any potential conflict of interest, including any that may be disclosed by your response to the above items.

If I become aware of a potential conflict of interest, I immediately will consult with the counsel to the Corporation for Public Broadcasting and any other assigned ethics officer and will take appropriate steps to address the conflict issue in a manner completely satisfactory to counsel and the ethics officer, including recusal where appropriate.

#### C. LEGAL MATTERS

1. Have you ever been disciplined or cited for a breach of ethics by, or been the subject of a complaint to any court, administrative agency, professional association, disciplinary committee, or other professional group? If so, please explain: No.

2. Have you ever been investigated, arrested, charged, or held by any Federal, State, or other law enforcement authority of any Federal, State, county, or municipal entity, other than for a minor traffic offense? If so, please explain: Not to my knowledge.

3. Have you or any business of which you are or were an officer ever been involved as a party in an administrative agency proceeding or civil litigation? If so, please explain.

I was a plaintiff in the *C.F.Y.M Associates, Inc., a New Jersey Corporation and Cheryl Halpern v. Andrew Philbrick d/b/a Hunter Farms, Ltd. and Cynthia Webber* matter, Civil Action No: 87-2713 (REC), United States District Court for the District of New Jersey, commenced July 8, 1987; resolved by entry of Stipulation and Order of Settlement on September 25, 1987 and Supplemental Stipulation and Order of Settlement on October 23, 1987.

I was a defendant in *Ernest E. Pell v. RFE/RC, Inc., et al.*, Civil Action No: 94-2290 JR, United States District Court for the District of Columbia dismissed as against me by Order filed March 26, 1995.

4. Have you ever been convicted (including plea of guilty or *nolo contendere*) of any criminal violation other than a minor traffic offense? If so, please explain: No.

5. Have you ever been accused, formally or informally, of sexual harassment or discrimination on the basis of sex, race, religion, or any other basis? If so, please explain: No.

6. Please advise the Committee of any additional information, favorable or unfavorable, which you feel should be disclosed in connection with your nomination: None.

#### D. RELATIONSHIP WITH COMMITTEE

1. Will you ensure that your department/agency complies with deadlines for information set by Congressional committees? Yes.

2. Will you ensure that your department/agency does whatever it can to protect Congressional witnesses and whistle blowers from reprisal for their testimony and disclosures? Yes.

3. Will you cooperate in providing the Committee with requested witnesses, including technical experts and career employees, with firsthand knowledge of matters of interest to the Committee? Yes.

4. Are you willing to appear and testify before any duly constituted committee of the Congress on such occasions as you may be reasonably requested to do so? Yes.

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RESUME OF CHERYL F. HALPERN

**CPB Board Member**

Cheryl Halpern has a long record of public service in broadcasting, women's issues, education, and international affairs.

Mrs. Halpern has been nominated to the boards of both national and international public broadcasting organizations by Presidents George H.W. Bush, Bill Clinton and George W. Bush.

In 1990, Mrs. Halpern was confirmed as a member of the Board for International Broadcasting and as a Director of Radio Free Europe/Radio Liberty (RFE/RL). From 1995 through 2002, she served on the Broadcasting Board of Governors (BBG) overseeing Voice of America, Radio and TV Marti, RFE/RL, Worldnet, Radio Free Asia and Radio Free Iraq. While serving on the BBG she helped create Radio Sawa, America's Arabic radio service to the Middle East. In August 2002, Mrs. Halpern was appointed by President George W. Bush to serve as a director of the Corporation for Public Broadcasting (CPB). In September 2005, she was elected to be chairman of the CPB.

As a Presidentially-appointed U.S. delegate to the OSCE Conference on Anti-Semitism in 2003, Mrs. Halpern spoke before the plenary council on children's programming and textbook development. She has supported the development of "Sesame Stories," a program produced by the Sesame Workshop for Israeli, Jordanian and Palestinian children. In 2005 she helped bring the exhibit "Children of Jerusalem Painting Pain, Dreaming Peace" to the Palace of Westminster in London.

Mrs. Halpern was a delegate from the Coordinating Board of Jewish Organizations to the 4th United Nations World Conference on Women's Rights in 1995 in Beijing. In April 2005, she participated in the Iraqi Women's Educational Institute conference in Jordan and addressed the importance of developing democratic values through education. In 2006 she became a member of the Women's Democracy Network.

Mrs. Halpern's civic involvement includes participation on the boards of the Foundation for the Defense of Democracies, the President's Advisory Council of Barnard College and the International Republican Institute. She also chaired the character education program of the Words Can Heal organization, a national campaign to curb gossip, fight verbal abuse and promote ethical speech.

In March 2005, she was honored by the Essex County (New Jersey) Board of Chosen Freeholders for "her outstanding career in broadcasting, her civic involvement and advocacy on behalf of women's rights, and for embodying the spirit and accomplishments of women everywhere." In May 2006, she received from the New Jersey Network the Littell Award for distinguished public service.

Mrs. Halpern has an M.B.A. with a concentration in finance from New York University. She completed her undergraduate studies at Barnard College of Columbia University. Mrs. Halpern lives in New Jersey with her husband Fred.

The CHAIRMAN. Thank you very much, Ms. Halpern.  
And may I now recognize Mr. Bruce M. Ramer?

**STATEMENT OF BRUCE M. RAMER,  
MEMBER-DESIGNATE, BOARD OF DIRECTORS,  
CORPORATION FOR PUBLIC BROADCASTING**

Mr. RAMER. Thank you, Mr. Chairman.

Chairman Inouye, Ranking Member Hutchison, and distinguished Members of the Committee, first let me express my gratitude for your holding this hearing, especially at this time when the Committee's schedule is so full with so many pressing issues.

And of course, I do want to thank the President for nominating me to serve on the Board of the Corporation for Public Broadcasting.

I am very excited at the prospect of having the opportunity of serving CPB and of having the opportunity to help advance the cause of public broadcasting in the public interest—a cause with which I have been deeply involved and committed for some 25 years—and to do everything I possibly can to strengthen it.

I have long understood that public broadcasting is one of our country's most important community assets. I would say it was a jewel in the crown of our community assets. And as an American, I am very proud of what public broadcasting accomplishes across our Nation.

My involvement with public broadcasting began in 1992, when I joined the Board of Directors of KCET, the PBS affiliate covering Southern California. I served as Chairman of that Board from 2001 to 2003, and other than a brief mandatory hiatus, I have been on the Board ever since. At this time, I serve on the Executive Committee, I chair the Programming Committee, and I am a member of the Audit Committee.

And I have come—during this time, I have come to understand better the relationship between CPB and PBS and something of the nuances of that relationship. I should note that, if confirmed, I will, of course, recuse myself if any conflict should arise between CPB and KCET or in connection with any other entity with which I may be involved either as an attorney or otherwise.

Public broadcasting fills a crucial need in our country by providing programming which might not otherwise see the light of day on commercial or pay television, programming such as that designed for our children, for caregivers, for preschoolers, and of special note, for all the elements of our increasingly diverse population. Programming which can be received by the 15 percent or so of our population which relies on free over-the-air broadcasting.

At KCET, I saw how public television comes to grips with many of these issues, how local as well as national interests are served. In my written testimony submitted to the Committee, there are some examples of this. But I will omit them now in the interest of brevity.

I do want to add, however, that my belief in the power and accomplishments of public radio is equally strong, and I look forward to expanding my knowledge of the shape of this medium today and its opportunity to grow in the future.

But please let me comment briefly on the importance of CPB's community service grants. CSGs, as you know, are unrestricted grants to stations. They permit stations to turn on the lights. They permit stations to operate. They permit stations to pay salaries and for public television stations to help pay PBS dues and to acquire programming. They are crucial. They are indispensable.

My day job as an entertainment lawyer for most of my career also deals with communication and the media. This gives me an additional perspective and insights, which can be helpful if I am permitted to serve CPB.

My interest in communications goes back to my college days and now includes service on the Board of Counselors and as Co-Executive Chair of the Executive Committee of the USC Annenberg School for Communications. This Board further exposes me to the

current and future needs and requirements of broadcasting, journalism, and the media.

My law practice and my involvement with both the Annenberg School and KCET have helped to educate me about new and evolving media and the changing media landscape. There may be an even greater future for public broadcasting if it can seize the advantages of these new technologies.

Other community involvements of mine, which range from having served as National President of the American Jewish Committee to membership on the Board of Trustees of the University of Southern California, Pacific Council for International Affairs, and the Herrhausen Institute for International Dialogue of the Deutsche Bank, will also help me to contribute more meaningfully to CPB if I am confirmed.

And if I am confirmed, it is my hope to be part of a team strengthening an evolving public broadcasting system and its work in the communities across our country. I am committed to do all that I can to enhance the already high quality of public broadcasting for our citizens and to work toward even wider diversity of programming, be it news, education, information, or entertainment, always with the singular purpose of serving the interests of the American public.

My commitment is passionate and deep. I hope to have the opportunity to serve my country and public broadcasting by being confirmed as a member of the Board of the Corporation for Public Broadcasting. And I thank you, Mr. Chairman and Members of this Committee, for the opportunity for making this presentation and look forward to answering any questions you may have.

Thank you.

[The prepared statement and biographical information of Mr. Ramer follow:]

PREPARED STATEMENT OF BRUCE M. RAMER, MEMBER-DESIGNATE,  
BOARD OF DIRECTORS, CORPORATION FOR PUBLIC BROADCASTING

Chairman Inouye, Ranking Member Hutchison and Members of the Committee, let me express my gratitude for your holding this hearing, especially at this time when the Committee's schedule is so full with many pressing issues. And, naturally, my thanks to the President for nominating me to serve on the Board of the Corporation for Public Broadcasting.

I am excited at the prospect of having the opportunity of serving CPB, of having the opportunity to help to advance the cause of public broadcasting in the public interest—a cause with which I have been deeply involved and committed for some 25 years—and to do everything I possibly can to strengthen it.

I have long understood that public broadcasting is one of our country's most important community assets. As an American, I am very proud of what public broadcasting accomplishes across our nation.

My involvement with public broadcasting began in 1992 when I joined the Board of Directors of KCET, the PBS affiliate in Los Angeles covering Southern California. I served as Chairman of that Board between 2001 and 2003, and other than a one-year mandatory hiatus, I have been on the Board continuously. At this time, I serve on its Executive Committee, as Chair of its Programming Committee and as a member of the Audit Committee. In this time, I have come to understand better the relationship between PBS and CPB, and something of the nuances of that relationship.

(I should note that I will, of course, recuse myself if any conflict should arise between CPB and KCET or in connection with any other entity with which I may be involved as an attorney or otherwise.)

Public broadcasting fills a crucial need in our country by providing programming which might otherwise not see the light of day on commercial or pay television. Programming such as that which is designed for children, for caregivers, for pre-

schoolers and, of special note, for all the elements of our increasingly diverse population.

At KCET, I saw how public television comes to grips with these issues, how local, as well as national, interests are served. For example, in our state a third of the children entering Kindergarten are unprepared. With so many single-parent and two-working-parent families, children in the 0–5 age group, during the period of their greatest brain development, are often being raised by untrained caregivers. We were able to use television to provide these caregivers with tools to improve the readiness of the children in their care for Kindergarten. Our success in the first 2 years of production, when the show was aired only on public television stations in California, motivated CPB to award a grant to KCET that allowed the program to go national in its third season. The programs, “A Place of Our Own” in English and “Los Niños en Su Casa” in Spanish, are now seen on public television stations reaching over 74 percent of the U.S. Television Households. The programs have won numerous awards, including the George Foster Peabody Award, and the websites won the international competition for The Japan Prize, awarded to one website in the world by NHK. This is a good example of the synergy between CPB and PBS.

KCET also just premiered its newest production on PBS, an animated pre-school science program, “Sid the Science Kid,” which uses the latest motion capture technology to teach children the wonders of science. The companion website is geared to help parents capture the natural curiosity of their children to facilitate scientific inquiry in the earliest years.

As Chair of KCET’s Programming Committee, I have worked to support efforts to mount European co-production, which has led to a meaningful relationship with BBC on historical documentary, drama, and arts programming, including: “Copenhagen,” “How Art Made the World,” “Auschwitz and the Making of the Nazi State,” and “Stalin, Churchill and Roosevelt,” which will air in 2009. This relationship is deepening, as KCET has been given the assignment to be the exclusive marketing and distribution agent for BBC World News for U.S. public television.

I must add that my belief in the power and accomplishments of public radio is equally strong and I look forward to expanding my knowledge of the shape of this medium today and its opportunity to grow in the future.

Please let me comment briefly on the importance of CPB’s Community Service Grants. CSGs, as you know, are unrestricted grants to stations. They permit stations to operate—to pay salaries, to turn on the lights and, for public television stations, to help pay PBS dues. And to acquire programming. They are crucial.

My “day job”, as an entertainment lawyer for most of my career, also deals with communication and the media. This gives me an additional perspective and insights which can be helpful in serving CPB.

My interest in communications goes back to my college days and now includes service on the Board of Councilors, and Co-Chair of the Executive Committee, of the USC Annenberg School for Communications. This Board exposes me further to the current and future needs and requirements of broadcasting, journalism and the media.

My law practice and my involvement with both the Annenberg School and KCET have helped to educate me about new and evolving media and the changing media landscape. There may be an even greater future for public broadcasting if it can seize the advantages of these new technologies.

Other community involvements of mine, which range from having served as National President of The American Jewish Committee to membership on the Boards of the University of Southern California, the Pacific Council for International Affairs and the Herrhausen Institute for International Dialogue of the Deutsche Bank, will also help me to contribute more meaningfully to CPB.

If I am confirmed, my hope is to be part of the team strengthening an evolving public broadcasting system and its work in the communities across our country. I am committed to do all I can to enhance the already high quality of public broadcasting for our citizens and to work toward even wider diversity of programming, be it news, education, information or entertainment—always with the singular purpose of serving the interests of the American public.

My commitment is passionate and deep. I hope to have the opportunity to serve my country and public broadcasting by being confirmed as a member of the Board of the Corporation for Public Broadcasting.

Thank you for the opportunity for making this presentation and I look forward to answering any questions which any members of the Committee may have.

Thank you.

## A. BIOGRAPHICAL INFORMATION

1. Name (include any former names or nicknames used): Bruce M. Ramer.
2. Position to which nominated: Board of Directors of Corporation for Public Broadcasting.
3. Date of Nomination: The White House announced the intention to nominate on Thursday, May 29, 2008.
4. Address (List current place of residence and office addresses):  
Residence: Information not available to the public.  
Office: 132 South Rodeo Drive, Beverly Hills, CA 90212.
5. Date and Place of Birth: August 2, 1933; Teaneck, New Jersey.
6. Provide the name, position, and place of employment for your spouse (if married) and the names and ages of your children (including stepchildren and children by a previous marriage).  
Spouse: Madeline Smith Ramer, not employed; children: Gregg Ramer, 41 on July 12; Marc Ramer, 39; Neal Ramer, 35; Alexandra Lang Susman, 34.
7. List all college and graduate degrees. Provide year and school attended.  
Princeton University (Woodrow Wilson School of Public and International Affairs), A.B., 1955.  
Harvard Law School, LLB, 1958.
8. List all post-undergraduate employment, and highlight all management-level jobs held and any non-managerial jobs that relate to the position for which you are nominated.  
Morrison, Lloyd & Griggs, attorneys, Hackensack, NJ.  
Gang, Tyre, Rudin & Brown (now Gang, Tyre, Ramer & Brown) Los Angeles, CA.
9. Attach a copy of your resume. A copy is attached.
10. List any advisory, consultative, honorary, or other part-time service or positions with Federal, State, or local governments, other than those listed above, within the last 5 years: None.
11. List all positions held as an officer, director, trustee, partner, proprietor, agent, representative, or consultant of any corporation, company, firm, partnership, or other business, enterprise, educational, or other institution within the last 5 years.

| Organization   | Type                    | Position   |
|--|-------------------------|--|
| University of Southern California<br>(Los Angeles, CA)   | Educational Institution | Member, Board of Trustees                          |
| University of Southern California<br>(Los Angeles, CA)   | Educational Institution | Chair, Public Affairs Committee                    |
| Alfred Herrhausen Society for International Dialogue of the Deutsche Bank<br>(Berlin, Germany) | Nonprofit               | Member, Board of Trustees                          |
| Geffen Playhouse (UCLA)<br>(Los Angeles, CA)   | Nonprofit               | Founding Chairman, Board of Directors              |
| University of Southern California Gould School of Law<br>(Los Angeles, CA)                     | Educational Institution | Chair, Institute on Entertainment Law And Business |
| USC Annenberg School for Communication<br>(Los Angeles, CA)                                    | Educational Institution | Co-Chair Executive Committee, Board of Councilors  |
| KCET<br>(Los Angeles, CA)  | Nonprofit               | Member, Board of Directors                         |
| Pacific Council on International Policy<br>(Los Angeles, CA)                                   | Nonprofit               | Member, Board of Directors                         |
| Council on Foreign Relations<br>(New York, NY)   | Nonprofit               | Member   |
| Committee on Present Danger<br>(New York, NY)  | Nonprofit               | Member   |
| American Jewish Committee<br>New York, NY  | Nonprofit               | Chair, Latino and Latin American Institute         |
| Southern California Committee for Olympic Games<br>(Los Angeles, CA)                           | Nonprofit               | Member, Board of Directors                         |

| Organization   | Type        | Position                    |
|--|-------------|-----------------------------|
| Homeland Security Advisory Council, Region One<br>(Los Angeles, CA)                  | Nonprofit   | Member                      |
| Survivors of the Shoah Visual History Foundation<br>(Los Angeles, CA)                | Nonprofit   | Member, Board of Directors  |
| USC Shoah Foundation Institute for Visual History and Education<br>(Los Angeles, CA) | Nonprofit   | Member, Board of Councilors |
| Righteous Persons Foundation<br>(Los Angeles, CA)                                    | Nonprofit   | Member, Board of Directors  |
| National Foundation for Jewish Culture<br>(Los Angeles, CA)                          | Nonprofit   | Member, Board of Directors  |
| American Bar Association<br>(Chicago, IL)  | Nonprofit   | Member                      |
| California Bar Association<br>(Sacramento, CA)                                       | Nonprofit   | Member                      |
| Los Angeles County Bar Association<br>(Los Angeles, CA)                              | Nonprofit   | Member                      |
| Beverly Hills Bar Association<br>(Beverly Hills, CA)                                 | Nonprofit   | Member                      |
| The Fellows of the American Bar Foundation<br>(Chicago, IL)                          | Nonprofit   | Member                      |
| 132 Rodeo, Inc.<br>(Beverly Hills, CA)   | Corporation | Director, COB, CFO          |
| Gang, Tyre, Ramer & Brown, Inc.<br>(Beverly Hills, CA)                               | Corporation | Director, President, CEO    |
| G.T.R. & B. Charitable Foundation<br>(Beverly Hills, CA)                             | Nonprofit   | Director, President         |
| The CED Company, Inc.<br>(Los Angeles, CA)   | Corporation | Director, VP, Asst. Sec.    |
| The Malpas Company, Inc.<br>(Los Angeles, CA)  | Corporation | Director, VP, Asst. Sec.    |
| Malpas Pictures, Ltd.<br>(Los Angeles, CA)   | Corporation | Director, VP; Asst. Sec.    |
| The Tehama Company, Inc.<br>(Los Angeles, CA)  | Corporation | Director, VP; Asst. Sec.    |
| Somerset Enterprises, Inc.<br>(Los Angeles, CA)                                      | Corporation | Director, VP; Secretary     |
| Scott Paint Company, Inc. Fka Bruning Paint Company<br>(Baltimore, MD)               | Corporation | Director, Secretary         |
| Amblin' Entertainment, Inc.<br>(Los Angeles, CA)                                     | Corporation | Secretary                   |
| AEJ Services, LLC<br>(Los Angeles)   | LLC         | Secretary                   |
| Amblin' Television, Inc.<br>(Los Angeles, CA)  | Corporation | Secretary                   |
| Apaquogue Holdings, Inc.<br>(East Hampton, NY)                                       | Corporation | Director, Vice President    |
| Copernicus Investments, LLC<br>(Los Angeles, CA)                                     | LLC         | Vice President              |
| County Wexford, LLC<br>(East Hampton, NY)  | LLC         | Vice President              |
| Darnit, Inc.<br>(Los Angeles, CA)  | Corporation | Director, VP                |
| Diamond Lane Productions<br>(Los Angeles, CA)  | Corporation | Secretary                   |
| DW Subs, Inc.<br>(Los Angeles, CA)   | Corporation | Director, Secretary         |
| Ferds, LLC<br>(Los Angeles, CA)  | LLC         | Director, VP                |
| Film Properties Management, Inc.<br>(Los Angeles, CA)                                | Corporation | Director, VP                |
| Global Enterprises I, LLC<br>(Los Angeles, CA)                                       | LLC         | Secretary                   |

| Organization  | Type         | Position                 |
|---|--------------|--------------------------|
| Heights Investment Co., Inc.<br>(Los Angeles, CA)       | Corporation  | Director, Vice President |
| Neo Geo, Inc.<br>(Los Angeles, CA)                      | Corporation  | Director, Vice President |
| No. 2 Hampton Enterprises, Inc.<br>(East Hampton, NY)   | Corporation  | Director, VP; Asst. Sec. |
| Nomo Funds, LLC<br>(Los Angeles, CA)                    | LLC          | Vice President           |
| Our Gang, Inc.<br>(Los Angeles, CA)                     | Corporation  | Director, Vice President |
| Rabbit Ears, LLC<br>(Los Angeles, CA)                   | LLC          | Vice President           |
| Sassafras, LLC<br>(Los Angeles, CA)                     | LLC          | Vice President           |
| Topanga Peak, LLC<br>(Los Angeles, CA)                  | LLC          | Vice President           |
| U-Drive Productions, Inc.<br>(Los Angeles, CA)          | Corporation  | Secretary                |
| Whirlybird, LLC<br>(East Hampton, NY)                   | LLC          | Secretary                |
| The Wunderkinder Foundation<br>(Los Angeles, CA)        | Nonprofit    | Director                 |
| The Zemeckis Charitable Foundation<br>(Los Angeles, CA) | Nonprofit    | Director                 |
| Bruce M. Ramer Living Trust<br>(Los Angeles, CA)        | Family Trust | Trustee                  |
| Bajamex, Ltd.<br>(Wilmington, DE)                       | Corporation  | Secretary-Treasurer      |

In addition to the foregoing, as an attorney: (a) I represent a number of corporations and other business entities formed and owned by clients. These entities are privately held. I perform legal services for such entities in the normal course and do not render investment advice and (b) I serve as a co-trustee on a number of client-established family trusts in connection with which I have no control over investments, having delegated that power to a co-trustee(s). Should you need any further information regarding these items, please let me know.

12. Please list each membership you have had during the past 10 years or currently hold with any civic, social, charitable, educational, political, professional, fraternal, benevolent or religious organization, private club, or other membership organization. Include dates of membership and any positions you have held with any organization. Please note whether any such club or organization restricts membership on the basis of sex, race, color, religion, national origin, age, or handicap.

Member, Board of Trustees, University of Southern California, 2003-. Chair, Public Affairs Committee, 2005-.

Member, Board of Trustees, Alfred Herrhausen Society for International Dialogue of the Deutsche Bank. 2004-.

Founding Chairman and Member, Board of Directors, Geffen Playhouse (UCLA) Los Angeles, 1995-.

Chair, Institute on Entertainment Law and Business, University of Southern California Law School, 2002-. Executive Director, Institute on Entertainment Law and Business, University of Southern California Law School, 1987-2002. Member, Board of Councilors, University of Southern California Law School, 1986-.

Co-Chair of the Executive Committee, Board of Councilors, University of Southern California Annenberg School for Communication, 2000-.

Member, Board of Directors, KCET (Channel 28), Public Television, Los Angeles, California, 1992-2004. Chair, 2001-2003. Director, 2005-.

Member, Board of Directors, Pacific Council on International Policy, 2005-.

Member, Council on Foreign Relations, 2004-; Member, Committee on Present Danger, 2007-.

Member, Homeland Security Advisory Council, Region One, 2006-.

National President, American Jewish Committee, 1998 to 2001. Chair, National Board of Governors and National Council 1995 to 1998. Chair, Asia & Pacific



Rim Institute 1990 to 1998. Chair, American Jewish Committee's Latino and Latin American Institute 2004-. (Membership in the American Jewish Committee is restricted to American Jewish citizens and residents.)

Member, Advisory Board, Hollywood, Health & Society, 2001-2006.

Member, Board of Directors, Los Angeles Urban League, 1987 to 1993; 1997-2002.

Member, Board of Directors, Southern California Committee for Olympic Games, 1998-.

Member, Board of Directors, UCLA School of Medicine and Medical Center, 1998 to 2004.

Member, Board of Directors, Survivors of the Shoah Visual History Foundation, 1994-2006; Member, Board of Councilors, USC Shoah Foundation Institute for Visual History and Education, 2006-.

Member, Board of Directors, Righteous Persons Foundation, 1994-.

Member, Board of Directors, National Foundation for Jewish Culture, 1999-2006.

Member, Economic Strategy Panel of the State of California, 1997-1999.

Member, Board of Directors, Jewish Federation Council of Greater Los Angeles, 1996-2001.

Member, American Bar Association, Est. 1959-; California Bar Association, and Los Angeles County Bar Association, Est. 1963-. Beverly Hills Bar Association, 1984-. The Fellows of the American Bar Foundation, 1996-. Member, American Bar Association Special Committee on Judicial Independence, 1997-1999.

13. Have you ever been a candidate for and/or held a public office (elected, non-elected, or appointed)? If so, indicate whether any campaign has any outstanding debt, the amount, and whether you are personally liable for that debt: No.

14. Itemize all political contributions to any individual, campaign organization, political party, political action committee, or similar entity of \$500 or more for the past 10 years. Also list all offices you have held with, and services rendered to, a state or national political party or election committee during the same period.

Please see the itemized list of all political contributions to any individual, campaign organization, political party, political action committee, or similar entity of \$500 or more for the past 9 years attached hereto as Exhibit A. We are unable to locate political contributions, if any, for 1998.

No offices held or services rendered to a political party or election committee.

15. List all scholarships, fellowships, honorary degrees, honorary society memberships, military medals, and other special recognition for outstanding service or achievements.

American Jewish Committee Learned Hand Award 2005. Survivors of the Shoah Visual History Foundation Ambassador for Humanity Award 2002. Medal of Honor of The Konrad Adenauer Foundation 2001. The Commanders Cross of The Order of Merit of The Federal Republic of Germany 2000. Beverly Hills Bar Association Entertainment Lawyer of the Year Award 1996. National Conference for Community and Justice Annual Brotherhood Award 1990. Beverly Hills Bar Association Executive Director's Award 1988. American Jewish Committee Community Service Award 1987.

16. Please list each book, article, column, or publication you have authored, individually or with others. Also list any speeches that you have given on topics relevant to the position for which you have been nominated. Do not attach copies of these publications unless otherwise instructed.

"Closing Argument: Civility? Yes, Civility." Los Angeles Lawyer Magazine, May 2004, p. 60.

17. Please identify each instance in which you have testified orally or in writing before Congress in a governmental or non-governmental capacity and specify the date and subject matter of each testimony.

(i) Hearing on H.R. 2121—Secret Evidence Repeal Act. House Judiciary Committee, May 23, 2000. Testimony (oral and in writing) on behalf of the American Jewish Committee, relating to proposed enactment of H.R. 2121.

(ii) Hearing on H.R. 2121—Secret Evidence Repeal Act House Judiciary Subcommittee on Immigration and Claims, February 10, 2000, testimony submitted in writing on behalf of the American Jewish Committee, relating to proposed enactment of H.R. 2121.

(iii) Hearing On the Treatment of Israel by the United Nations, House International Relations Committee, July 14, 1999.

According to the website of the House International Relations Committee, I testified (without indicating whether both orally and in writing or just in writing) before that Committee on behalf of the American Jewish Committee, relating to the treatment of Israel by the United Nations.

18. Given the current mission, major programs, and major operational objectives of the department/agency to which you have been nominated, what in your background or employment experience do you believe affirmatively qualified you for appointment to the position for which you have been nominated, and why do you wish to serve in that position?

I have been a supporter of and involved with public broadcasting since 1992, the year in which I joined the Board of Directors of KCET (PBS), Public Television for Southern California. I served as Chairman of that Board commencing 2001 with my term expiring in 2003. I serve currently as the Chair of the Programming Committee of the Board and as a member of both the Audit Committee and the Executive Committee.

In addition, I have been a practicing attorney in the entertainment, communication and media business for over 40 years.

I wish to serve as a member of the Board of Directors of the Corporation for Public Broadcasting in order to continue to work for and in support of public broadcasting. I believe that public broadcasting, whether radio or television, is a true and essential community asset and provides vital services, information, news, education and entertainment to the American public. I wish to do my part to preserve, protect and enhance that service.

19. What do you believe are your responsibilities, if confirmed, to ensure that the department/agency has proper management and accounting controls, and what experience do you have in managing a large organization?

If confirmed, my responsibilities will be those of a director with dedicated fiduciary duties to the Corporation for Public Broadcasting, exercising appropriate oversight in seeking to ensure that the Corporation for Public Broadcasting maintains proper management and accounting controls.

My experience in management is principally that involved with the running and operation of my law firm.

20. What do you believe to be the top three challenges facing the department/agency, and why?

I believe that the top three challenges facing the Corporation for Public Broadcasting are:

- (a) to secure the funding which will enable the Corporation to continue to provide grants and financial assistance in program production and the enhancement of the public broadcasting services;
- (b) to use the assets of the Corporation for Public Broadcasting wisely in providing public broadcasting services to the American people; and
- (c) to maintain and increase viewership of public television and listenership of public radio in order to provide the maximum benefits of public broadcasting to the widest possible segment of the American population.

#### B. POTENTIAL CONFLICTS OF INTEREST

1. Describe all financial arrangements, deferred compensation agreements, and other continuing dealings with business associates, clients, or customers. Please include information related to retirement accounts.

As a member of Gang, Tyre, Ramer & Brown, Inc., my law firm, I participate in a percentage of the net revenues derived from the firm from its practice of law. There is no deferred compensation agreement as such, although there is an agreement which provides a formula for payment following retirement in certain circumstances or death. As to retirement accounts, my law firm maintains a 401(k) program and I maintain an individual IRA.

2. Do you have any commitments or agreements, formal or informal, to maintain employment, affiliation, or practice with any business, association or other organization during your appointment? If so, please explain.

Yes. I intend to continue practicing law with my law firm and to maintain my affiliations with charitable and community organizations.

3. Indicate any investments, obligations, liabilities, or other relationships which could involve potential conflicts of interest in the position to which you have been nominated.

I believe that the only relationships in which I am involved which could involve potential conflicts of interest as a member of the Board of Directors of the Corporation for Public Broadcasting are my memberships on the Board of Directors of

KCET and on the Board of Trustees of the University of Southern California. I will recuse myself from participation in any matters that come before the Board of the Corporation for Public Broadcasting involving either of these entities, whether respecting grants or otherwise.

Clients of my law firm are engaged in various aspects of the production of motion picture and television and related products, but, with one exception, I do not recall any clients who have or contemplate seeking grants or other funding from the Corporation for Public Broadcasting. If any should occur I will recuse myself.

4. Describe any business relationship, dealing, or financial transaction which you have had during the last 10 years, whether for yourself, on behalf of a client, or acting as an agent, that could in any way constitute or result in a possible conflict of interest in the position to which you have been nominated: Please see the answer to B.3., above.

5. Describe any activity during the past 10 years in which you have been engaged for the purpose of directly or indirectly influencing the passage, defeat, or modification of any legislation or affecting the administration and execution of law or public policy.

Please see the answer to A.17 above. In addition, particularly in my capacity as a member, officer or Governor of the American Jewish Committee, I have from time to time participated in discussions with Members of the Senate or Members of the House or Members of the Administration pertaining to legislation or public policy, but in a general way and not as a lobbyist.

Similarly, I have attended several meetings with Members of the Senate or Members of the House as a Trustee of the University of Southern California, but again not as a lobbyist but rather in a general way with respect to legislation or public policy.

6. Explain how you will resolve any potential conflict of interest, including any that may be disclosed by your responses to the above items.

As noted, I will recuse myself in any situation which apparently or actually presents a potential conflict of interest.

#### C. LEGAL MATTERS

1. Have you ever been disciplined or cited for a breach of ethics by, or been the subject of a complaint to any court, administrative agency, professional association, disciplinary committee, or other professional group? If so, please explain: No.

2. Have you ever been investigated, arrested, charged, or held by any Federal, State, or other law enforcement authority of any Federal, State, county, or municipal entity, other than for a minor traffic offense? If so, please explain: No.

3. Have you or any business of which you are or were an officer even been involved as a party in an administrative agency proceeding or civil litigation? If so, please explain: Only as a result of my legal practice.

4. Have you ever been convicted (including pleas of guilty or nolo contendere) of any criminal violation other than a minor traffic offense? If so, please explain: No.

5. Have you ever been accused, formally or informally, of sexual harassment or discrimination on the basis of sex, race, religion, or any other basis? If so, please explain: No.

6. Please advise the Committee of any additional information, favorable or unfavorable, which you feel should be disclosed in connection with your nomination: None.

#### D. RELATIONSHIP WITH COMMITTEE

1. Will you ensure that your department/agency complies with deadlines for information set by Congressional committees?

As a director of the Corporation for Public Broadcasting, I will use my best efforts to ensure that the Corporation complies with deadlines for information set by congressional committees.

2. Will you ensure that your department/agency does whatever it can to protect Congressional witnesses and whistle blowers from reprisal for their testimony and disclosures?

As a director of the Corporation for Public Broadcasting, I will use my best efforts to ensure that the Corporation does whatever it can to protect congressional witnesses and whistle blowers from reprisal for their testimony and disclosures.

3. Will you cooperate in providing the Committee with requested witnesses, including technical experts and career employees, with firsthand knowledge of matters of interest to the Committee? Yes.

4. Are you willing to appear and testify before any duly constituted committee of the Congress on such occasions as you may be reasonably requested to do so? Yes.

RESUME OF BRUCE M. RAMER

**Curriculum Vitae**

Bruce M. Ramer, born Teaneck, New Jersey.  
 A.B., Princeton University (Woodrow Wilson of Public and International Affairs); LLB, Harvard Law School.  
 Lawyer, partner, Gang, Tyre, Ramer & Brown, Inc., 132 South Rodeo Drive, Beverly Hills, California 90212.  
 Member, Board of Trustees, University of Southern California. Chair, Public Affairs Committee, 2005–. Member, Board of Trustees Loyola Marymount University, 1986–1997.  
 Member, Board of Trustees, Alfred Herrhausen Society for International Dialogue of the Deutsche Bank. 2004–.  
 Founding Chairman and Member, Board of Trustees, Geffen Playhouse (UCLA) Los Angeles. Member, Board of Directors of Rebuild L.A. 1992–1996. Member, Board of Directors, LA 2000 Partnership 1992–1994.  
 Chair, Institute on Entertainment Law and Business, University of Southern California Law School. Member, Board of Councilors, University of Southern California Law School. Co-Chair of the Executive Committee, Board of Councilors, University of Southern California Annenberg School for Communication.  
 Member, Board of Directors, KCET (PBS Channel 28), Los Angeles, California (1992–2004). Chair, 2001–2003. Director, 2005–.  
 Member, Board of Directors, Pacific Council on International Policy. Member, Council on Foreign Relations, 2004–.  
 Chair, American Jewish Committee's Latino and Latin American Institute 2004–.  
 National President, American Jewish Committee, 1998–2001. Chair, National Board of Governors and National Council, 1995–1998. Chair, National Executive Council, 1992–1995. Chair, National Board of Trustees, AJC, 1989–1992. Chair, Asia & Pacific Rim Institute, 1990–1998. National Vice President, AJC, 1982–1988. Past President, Los Angeles Chapter, AJC, 1980–1983. Chair, AJC Western Region, 1984–1986.  
 Member, Board of Directors, Los Angeles Urban League, 1987–1993; 1997–2002. Member, Board of Directors, Southern California Committee for Olympic Games, 1998–.  
 Past President, Los Angeles Copyright Society; Past President, California Copyright Conference.  
 Past President, Princeton Club of Southern California.  
 Vice Chair at Large, 1991–1993, and Member, United Way Corporate Board of Directors, 1981–1993. Member, Executive Committee, 1989–1990. Chair, Council of Presidents, 1989–1990. Member, Community Issues Council, 1989–1990. Chair, Discretionary Fund Distribution Committee, 1987–1989.  
 Member, Board of Directors, UCLA School of Medicine and Medical Center, 1998–2004.  
 Member, Board of Directors: Key3Media Group (2001–2002); Home Shopping Network, Inc. (1996–1998); QVC, Inc. (1994–1995).  
 Member, Board of Governors, California Community Foundation 1988–1998.  
 Member, Board of Directors, Los Angeles Children's Museum, 1986–1989.  
 Member, Board of Directors, Survivors of the Shoah Visual History Foundation, 1994–2006; Member, Board of Councilors, USC Shoah Foundation Institute for Visual History and Education, 2006–.  
 Member, Board of Directors, Righteous Persons Foundation, 1994–.  
 Member, Board of Directors, National Foundation for Jewish Culture, 1999–2006.  
 Member, Economic Strategy Panel of the State of California, 1997–1999.  
 Member, Board of Directors, Jewish Federation Council of Greater Los Angeles, 1996–2001.  
 Member, American Bar Association, California Bar Association, Los Angeles County Bar Association and Beverly Hills Bar Association, The Fellows of the American Bar Foundation. Member, American Bar Association Special Committee on Judicial Independence (1997–1999).  
 Member, Committee on Present Danger, 2007–.  
 American Jewish Committee Learned Hand Award 2005. Survivors of the Shoah Visual History Foundation Ambassador for Humanity Award 2002. Medal of Honor of The Konrad Adenauer Foundation 2001. The Commanders Cross of The Order of

Merit of The Federal Republic of Germany 2000. Beverly Hills Bar Association Entertainment Lawyer of the Year Award 1996. National Conference for Community and Justice Annual Brotherhood Award 1990. Beverly Hills Bar Association Executive Directors Award 1988. American Jewish Committee Community Service Award 1987.

Named among: the 100 Most Influential Lawyers in America by The National Law Journal (1994 and 1997); the 100 Most Powerful Lawyers in California (California Business Lawyer, 1999 and 2001); the Top 100 Lawyers in California (Daily Journal, 2002, 2003 and 2004) .

Married to Madeline Ramer. Four children: Gregg; Marc; Neal; and Alexandra.

The CHAIRMAN. I thank you very much, Mr. Ramer.

And may I now call upon Ms. Loretta Sutliff? I gather you have family members here?

**STATEMENT OF LORETTA SUTLIFF,  
MEMBER-DESIGNATE, BOARD OF DIRECTORS,  
CORPORATION FOR PUBLIC BROADCASTING**

Ms. SUTLIFF. Thank you. Yes, I would love the opportunity to introduce my family.

My aunt, Joan Sutliff, is here from Bainbridge Island, Washington. Also our daughter, Olivia Kathleen Rice, she's 7 years old. And her father, my husband, John Patrick Rice, from Elko, Nevada, where John also serves on the Elko City Council, I might add.

Mr. Chairman and Members of the Committee, thank you very much for the opportunity to appear before you today to discuss my nomination to the Board of the Corporation for Public Broadcasting.

I would also like to extend my appreciation to President Bush for nominating me to the board and to Senator Reid for selecting me for consideration.

I am a small-town broadcaster with almost 25 years' experience and accountability to my community. The more I understand about the mission of public television and radio, the more I realize I am uniquely qualified for this position.

Our town, Elko, Nevada, is located some 160 miles away from the closest shopping mall, where our 7-year-old daughter can make her own teddy bear. We are surrounded by the fragile beauty of the high desert, rugged glacier-carved Ruby Mountains, and an ecosystem rich with wildlife unique to any other spot on the planet. I often tell family and friends spread across the country that we like to make our own fun.

I think it is this desert experience that allows the spirit of individualism to take root, endure, and thrive. I also believe the Nation's public radio and television stations are poised to emerge as the beacons of culture, custom, and creative spirit as more of our mainstream media options are further franchised and consolidated.

I work in commercial radio and television in a partnership to provide local news and programming. I host a daily radio talk show, "Elko Live," at KELK, which has been on the air for almost 15 years. I also hosted the morning radio show on our local AM station for more than a decade until our daughter, Olivia, started kindergarten.

Channel 10, KENV, is a local NBC television affiliate located on the Great Basin College campus under arrangement with Sunbelt

Communications. My work at Elko Broadcasting Company is a continuation of a family owned tradition of more than 60 years. Our radio stations—KELK-AM, KLKO-FM—are deeply committed to community service in providing air time and talent to almost every charitable or beneficial cause in the region for decades.

I have been providing weekday newscasts my entire broadcast career. As a result, I fully understand the responsibility of balanced and accurate reporting and the accessibility and involvement of broadcasters in the community.

At KENV-TV, owned by Sunbelt Communications, I am very proud to work with and for some of the most inspiring and energetic people in our community. We craft a half hour of local television news each weekday and Saturday that is available both on-line and on air.

I report, edit, produce, and anchor segments using technology that didn't exist when I first picked up a grease pencil and razor blade to splice tape on reel-to-reel. My colleagues and I are constantly learning and sharing, mentoring and encouraging, an attitude I recognize in the heart of public broadcasting.

As broadcasters, we initiated through Great Basin College the first broadcast technology program to recruit and train future community broadcasters, producers, and filmmakers. This program is in its second year, and we have already seen a diversity of applicants from a local historian—she is already talented in conducting interviews—beginning her second career, to a young Shoshone student who shared her culture and viewpoint through newly developed skills in video production and outreach.

What I hope to convey in this statement is my enthusiasm and optimism for the future of broadcasting, especially in areas that I can see public radio and television setting the standard and reaching viewers and listeners who are becoming frustrated with the loss of local voices and views in their communities. I have both vision and skill to inspire local origination broadcasting. I see that service as key to the future of preserving our unique identities, the expression and soul of the place we live and the people we are.

The Public Awareness Initiative is an example of how public radio and television station leaders can increase the awareness of how public broadcasting enriches and informs daily life, whether for listeners in Owyhee, Nevada, a remote Western Shoshone reservation, listening for a road report, or in Sparta, Wisconsin, where my mother-in-law, Barbara Rice, tunes in to hear “what NPR says” while analyzing national politics. Many PBS viewers have sought refuge in “The News Hour,” during this election cycle to make sense of the sensations found elsewhere.

The Story Corps project is one our community is familiar with because it is similar to local efforts by the Western Folklife Center in Elko, host to the National Cowboy Poetry Gathering, now celebrating a silver year anniversary, in launching the “Sheep Camp for Stories.” A Basque sheep wagon was outfitted to record oral histories during the winter event. Immigrants, grandparents, craftspeople, gold miners, sons and daughters of pioneer families have contributed their voices to this priceless archive, more valuable to the future than any trust fund.

While there are challenges and mounting costs in providing broadcast signals, especially to distant and rural populations such as those found throughout Nevada, I believe an even bigger challenge not measured in money is in recruiting and retaining talented and dedicated future broadcasters who want to serve small- and medium-sized towns covering city council meetings and airing local election results, adding and blending local voices, opinions, and issues to that of national content.

I appreciate the Talent Quest mission of inspiring and motivating our replacements. I believe expanded access to local origination in communities and on campuses will foster even more talent waiting to be discovered.

I would be sorely remiss if I did not also applaud PBS for its work in continuing the quality children's educational programming I grew up with and now enjoyed by our daughter. From the mainstay "Sesame Street," with its ageless yet contemporary characters, to new and vibrant programs such as "Between the Lions" and "Maya and Miguel," these are among children's programming on PBS that I know our daughter can watch.

I understand well the mission of the Corporation for Public Broadcasting, and I would be honored to serve on the Board of Directors for the Corporation for Public Broadcasting.

Thank you for considering me, and I would be happy to answer any questions.

[The prepared statement of Ms. Sutliff follows:]

PREPARED STATEMENT OF LORETTA SUTLIFF, MEMBER-DESIGNATE,  
BOARD OF DIRECTORS, CORPORATION FOR PUBLIC BROADCASTING

Mr. Chairman and Members of the Committee: thank you very much for the opportunity to appear before you today to discuss my nomination to the board of the Corporation for Public Broadcasting. I would also like to extend my appreciation to President Bush for nominating me to the board and to Senator Reid for selecting me for consideration.

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What I hope to convey in this statement is my enthusiasm and optimism for the future of broadcasting, especially in areas that I can see public radio and television setting the standard and reaching viewers and listeners who are becoming frustrated with the loss of local voices and views in their communities. I have both vision and skill to inspire local origination broadcasting and see that service as key to the future of preserving our unique identities; the expression and soul of the place we live and the people we are.

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I understand well the mission of the Corporation for Public Broadcasting and I would be honored to serve on the board of directors for the Corporation for Public Broadcasting. Thank you for considering me and I would be happy to answer any questions.

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#### A. BIOGRAPHICAL INFORMATION

1. Name: (include any former name or nicknames used): Lori Gilbert (aka Loretta Cheryl Sutliff)
2. Position to which nominated: Board of Directors of the Corporation for Public Broadcasting.
3. Date of Nomination: May 29, 2008.
4. Address:

Residence: Information not available to the public.

Office: KENV, 1500 College Parkway, Elko, Nevada 89801; KELK/KLKO, 1800 Idaho Street, Elko, Nevada 89801.



5. Date and Place of Birth: August 1, 1963; Hill AFB, Ogden, Utah.  
 6. Provide the name, position, and place of employment for your spouse (if married) and the names and ages of your children (including stepchildren and children by a previous marriage).

John Patrick Rice, PhD, Director of Institutional Advancement, Great Basin College, Elko, Nevada; children: Olivia Kathleen Rice, age 7, second grade student, Northside Elementary, Elko, Nevada.

7. List all colleges and graduate degrees. Provide year and school attended.

Great Basin College, Elko, Nevada, continuing education

8. List all post-undergraduate employment, and highlight all management-level jobs held and any non-managerial jobs that relate to the position for which you are nominated.

KENV TV (Sunbelt Communication), News Director (06/1997 to present).

KELK/KLKO Radio (Elko Broadcasting), News Director (10/1986 to present).

9. Attach a copy of your resume. A copy is attached.

10. List any advisory, consultative, honorary, or other part-time service or positions with Federal, State, or local governments, other than those listed above, within the last 5 years: None.

11. List all positions held as an officer, director, trustee, partner, proprietor, agent, representative, or consultant of any corporation, company, firm, partnership, or other business, enterprise, educational, or other institution within the last 5 years: None.

12. Please list each membership you have had during the past 10 years or currently hold with any civic, social, charitable, educational, political, professional, fraternal, benevolent or religious organization, private club, or other membership organization. Include dates of membership and any positions you have held with any organization. Please note whether any such club or organization restricts membership on the basis of sex, race, color, religion, national origin, age, or handicap.

Boys and Girls Club of Nevada, Board Member (2004 to present).

Associated Press of California & Nevada, Board Member (1995 to 2000).

Nevada Women's Fund, member (2007 to present).

13. Have you ever been a candidate for and/or held public office (elected, non-elected, or appointed)? None.

14. Itemize all political contributions to any individual, campaign organization, political party, political action committee, or similar entity of \$500 or more for the past 10 years. Also list all offices you have held with, and services rendered to, a state or national political party or election committee during the same period: None.

15. List all scholarships, fellowships, honorary degrees, honorary society memberships, military medals, and other special recognition for outstanding service or achievements.

Heart of Hospice Award, Horizon Hospice, Elko, Nevada, 2008.

Associated Press, Mark Twain Award, 2001 and 2003.

Associated Press, News Station of the Year, 2000.

Elko Area Chamber of Commerce Advocate Award, 1997.

Various Associated Press Awards and Citations for outstanding service, 1986 to present.

16. Please list each book, article, column, or publication you have authored, individually or with others. Also list any speeches that you have given on topics relevant to the position for which you have been nominated. Do not attach copies of these publications unless otherwise instructed: Not Applicable.

17. Please identify each instance in which you have testified orally or in writing before Congress in a governmental or non-governmental capacity and specify the date and subject matter of each testimony: None.

18. Given the current mission, major programs, and major operational objectives of the department/agency to which you have been nominated, what in your background or employment experience do you believe affirmatively qualifies you for appointment to which you have been nominated and why do you wish to serve in that position?

Given the Corporation for Public Broadcasting mission of providing universal access to high quality programming and services, I believe my long career as a rural journalist and broadcaster gives me a unique ability to accomplish a number of

tasks, communicate with a variety of interests and has developed a sense of service, especially to remote populations. I understand how important it is to provide local news, information and programming.

19. What do you believe are your responsibilities, if confirmed, to ensure that the department/agency has proper management and accounting controls, and what experience do you have in managing a large organization?

While I don't have particular experience managing a corporation or overseeing a large budget, I am prudent with the resources made available to me as an employee of a family-owned business, Elko Broadcasting Company, KELK and KLKO Radio Stations. I also work within the constraints of a corporate budget as provided by Sunbelt Communications, owner of KENV TV.

20. What do you believe to be the top three challenges facing the department/agency, and why?

a. As a nominee for this position, I have not talked directly to any staff or agency person. In my own experience with the Corporation for Public Broadcasting, mostly as a consumer, I realize there are challenges with the delivery of programming and the funding required to maintain systems that meet FCC and market technology demands.

b. A second challenge, from my perspective as a nominee, is to continue to serve the underserved, particularly children and minorities, with local content. In my experience as a rural broadcaster, I see less local programming and content being made available to consumers, with a dwindling reserve of talented journalists and broadcasters being encouraged to pursue careers within their communities.

c. A third perceived challenge; balancing content and delivery through technology that is both informative and appealing to future generations of listeners and viewers. I am fortunate to work with exciting and talented young people and believe we should rely on the upcoming generation to help shape current and future content and explore the scope of delivery of news and information services.

#### B. POTENTIAL CONFLICTS OF INTEREST

1. Describe all financial arrangements, deferred compensation agreements, and other continued dealings with business associates, clients or customers. Please include information related to retirement accounts.

I have a managed 401K account through Sunbelt Communications. Our daughter, a 529 College Plan, through Great Basin Bank. My husband has a 403B administered through the State of Nevada and VALIC.

2. Do you have any commitments or agreements, formal or informal, to maintain employment, affiliation, or practice with any business, association or other organization during your appointment? If so, please explain.

I will continue my full-time employment as News Director with Elko Broadcasting Company and Sunbelt Communications working in radio and television news in my community. If appointed to this position, I have been asked by the local newspaper, the Elko Daily Free Press, to submit an article detailing the appointment and offering insight as to the role of the CPB in rural communities. There would be no compensation for this.

3. Indicate any investments, obligations, liabilities, or other relationships which could involve potential conflicts of interest in the position to which you have been nominated.

I am employed by commercial broadcast station owners who have been openly supportive of Public Broadcasting and our relationships to service in our communities. I do not anticipate anything but future support from both Elko Broadcasting Company and Sunbelt Communications if I were to be appointed to this position.

4. Describe any business relationship, dealing, or financial transaction which you have had during the last 10 years, whether for yourself, on behalf of a client, or acting as an agent, that could in any way constitute or result in a possible conflict of interest in the position to which you have been nominated: None

5. Describe any activity during the last 10 years in which you have been engaged for the purpose of directly or indirectly influencing the passage, defeat, or modification of any legislation or affecting the administration and execution of law or public policy: None.

6. Explain how you will resolve any potential conflict of interest, including any that may be disclosed by your responses to the above items.

I am already in the practice of avoiding financial conflict of interest. As a working broadcaster, I do not accept gifts or any consideration valued at more than \$25. If

I were to be appointed to this position and were approached by any interest asking for consideration in exchange for compensation, I would report the incident to the appropriate ethics body.

#### C. LEGAL MATTERS

1. Have you ever been disciplined or cited for a breach of ethics by, or been the subject of a complaint to any court, administrative agency, professional association, disciplinary committee, or other professional group? If so, please explain: No.

2. Have you ever been investigated, arrested, charged, or held by any Federal, State, or other law enforcement authority of any Federal, State, county, or municipal entity, other than for a minor traffic offense? If so, please explain: No.

3. Have you or any business of which you are or were an officer even been involved as a party in an administrative agency proceeding or civil litigation? If so, please explain: No.

4. Have you ever been convicted (including pleas of guilty or nolo contendere) of any criminal violation other than a minor traffic offense? If so, please explain: No.

5. Have you ever been accused, formally or informally, of sexual harassment or discrimination on the basis of sex, race, religion, or any other basis? If so, please explain: No.

6. Please advise the Committee of any additional information, favorable or unfavorable, which you feel should be disclosed in connection with your nomination.

I have no past or present legal involvements or professional breaches of conduct. I am very accountable to my community and to the individuals and their families represented in our news coverage.

#### D. RELATIONSHIP WITH COMMITTEE

1. Will you ensure that your department/agency complies with deadlines for information set by congressional committees?

Yes, I believe I have demonstrated my ability to meet deadlines as a requirement of my profession. I meet deadlines each day.

2. Will you ensure that your department/agency does whatever it can to protect congressional witnesses and whistle blowers from reprisal for testimony and disclosures?

Yes, I believe my experience as a veteran broadcaster and news reporter has prepared me to protect individuals who provide information, if necessary. If appointed to this position, I would be vigilant in this role.

3. Will you cooperate in providing the Committee with requested witnesses, including technical experts and career employees, with firsthand knowledge of matters of interest to the Committee? Yes.

4. Are you willing to appear and testify before any duly constituted committee of the Congress on such occasions as you may reasonably be requested to do so? Yes.

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#### RESUME OF LORETTA SUTLIFF

##### **CPB Board Nominee**

Loretta Sutliff began her work in broadcasting in 1983. Working under the broadcast name of "Lori Gilbert," she has specialized in providing broadcast news in rural communities, with most of her career being spent as the news director for Elko Broadcasting Company's KELK and KLKO in Elko, Nevada. The Associated Press Television and Radio Association acknowledged her news department as the "News Station of the Year" in 1999. Her daily half-hour community news program, "Elko Live," has provided listeners throughout northeastern Nevada with first-person news accounts of local, regional and national issues and events for nearly fifteen years.

In 1997 she broadened her reach and her responsibilities as the founding news director and anchor of KENV News 10 in Elko. The KENV television news department, under her direction, produces news shows 6 days each week. She also produces and anchors a thirty minute weekly news program, featuring in-depth discussions with community leaders on topics of current interest. News 10 regularly produces live community forums, including political debates between local, regional and state wide candidates. Her style of journalism holds local leadership accountable for their actions in ways no other media in the region requires, providing citizens with valuable information and insight for formulating opinions about the direction of their community. She continues to work on the air in both radio and television

broadcasting, and is consistently recognized by news organizations for her outstanding contributions to broadcast journalism.

She studied communications at Weber State University in Ogden, Utah. She has served as an adjunct instructor of journalism at Great Basin College in Elko, as well as a member of the advisory committee to the community's public television and public radio signals, helping to bring public broadcasting service to viewers and listeners in some of the most remote reaches of rural Nevada. She was a member of the board of directors of the Associated Press Television and Radio Association of California and Nevada, and advised association members on rural news gathering and communications. She was recently inducted into the Nevada Broadcasters Hall of Fame. For the last 3 years she has served on the executive board of Boys and Girls Club of Elko, and is a past member of the board of directors of the Elko County Family Resource Center and the Elko County Juvenile Advisory Board. She is a regular host at the National Cowboy Poetry Gathering, held each winter in Elko.

She is married to Dr. John Patrick Rice, an Administrative Officer at Great Basin College. They have a daughter, Olivia, an elementary school student.

The CHAIRMAN. I thank you very much, Ms. Sutliff.  
 Senator Stevens?  
 Senator Pryor?

I would like to advise the panel here that one of the members has submitted several questions, and we would like to submit them to you, and may I suggest that you respond to them as soon as possible so that we can carry out this process before we adjourn?

We are trying our best to fulfill our responsibilities here. But as you know, we may be out of Washington in 2 weeks. So I would expect all of you to do your part.

I have a couple of questions to all of you. As you know, since its creation, CPB has participated in programs, radio and television, that appeal to minority audiences, diverse audiences. And we have this consortia now, National Minority Consortia. Just want to know, do you support this?

Ms. Halpern?

Ms. HALPERN. Forgive me. Thank you.

As the Chairman of the CPB Board, I did take my colleagues to meet with both the Pacific Islanders, when we did visit Hawaii, as well as the Native American consortia leadership, when we were out at the Hopi reservation in Arizona.

We are currently reviewing how to, in fact, engage more effectively with the consortia. And after the review is concluded, I know that the CPB staff will come and brief the Committee staff as well. But there is an absolute commitment by the current CPB Board, myself, if renominated, and I am assuming the new nominees as well, to be all we can be to every underserved or unserved audience as legislated.

The CHAIRMAN. Mr. Ramer?

Mr. RAMER. Mr. Chairman, the short answer is, yes, absolutely. I noted in my opening statement a reference to the need of public broadcasting to serve all the elements of an increasingly diverse population, and I think that is an essential part of what public broadcasting does, and I support the minority consortia.

The CHAIRMAN. Thank you.

Ms. Sembler?

Ms. SEMBLER. I would agree. I do support it, and I believe that the mission—one of the missions of public broadcasting is education, and I would certainly like to see national programming that is reflective of what the consortia is doing.

The CHAIRMAN. Ms. Sutliff?

Ms. SUTLIFF. Thank you, Mr. Chairman.

I, too, believe wholeheartedly in this minority consortium, and especially coming from rural Nevada, we know what it feels like to be a minority population. And we have important cultures to be represented within our communities as well. So, thank you, and again speaking as a nominee.

The CHAIRMAN. Senator Pryor?

Senator DAVID PRYOR. Yes, Mr. Chairman, thank you.

I think, in a new sense of transparency, especially in the last 3 years for the board of the Corporation for Public Broadcasting, Board and its staff, there is, in fact, a new sense of transparency which does result, Mr. Chairman, in your finding and the Committee's staff finding that a great portion of our discussions in our Board meeting has been dedicated to the concept that public broadcasting, radio and television, must be totally open to every group and every portion of this country, regardless of race, color, creed, geographic region, et cetera.

And therefore, I feel truly a bursting new commitment to fulfilling of this sense of fairness throughout our country, and I hope that our Committee staff members on the Commerce Committee and also would avail themselves of looking sort of into the record to see how much time and commitment we are having at this moment to making this become definitely a reality.

Thank you.

The CHAIRMAN. I thank you very much.

I have just one more question. As you know, on February 17 next year, we will switch from analog to digital signals. Do you believe that all public broadcasting stations, radio and TV, are ready for this?

Ms. Halpern?

Ms. HALPERN. In this regard, I especially want to say thank you to the Senate—actually, to Congress—for providing the additional sources of funding to allow for the transition for the public broadcasting system to digital. To date, there are but 15 stations that are in the process of yet converting to digital.

But more importantly, I need to applaud the public broadcasting family for the manner in which they are engaging with their audiences, their listeners and their viewers. They are effectively delivering messages regarding the converter boxes, how to access, how to become more comfortable with what will be forthcoming in February 2009.

Thank you.

The CHAIRMAN. Mr. Pryor, Senator Pryor, do you think we are ready?

Senator DAVID PRYOR. Mr. Chairman, with all due respect, I think we are getting ready. And I think by February, we will be there. And I think this is an exciting moment. It is an exciting transition and development in the broadcast industry. Once again, it will serve more and more Americans more fairly and, I think, even more efficiently.

Thank you, Mr. Chairman, yes.

The CHAIRMAN. I thank you.

Senator Stevens?

Senator STEVENS. I wonder what role the Board has in terms of looking at broad issues and whether they should be sort of headlined by the stations involved that you oversee. For instance, and it is provincial, the Chairman and I represent two new states. We will celebrate our 50th anniversary, each of us, on January 3 of next year. Alaska and Hawaii will have been a state for 50 years.

As a matter of fact, it took 45 years for us to get statehood once we started that. I think Hawaii just slightly longer. But I just wonder, does your board go into and look at events ahead and ask the stations to recognize these events, or is this something that you don't get involved in?

Yes, anyone? I don't care.

Ms. HALPERN. Senator—

The CHAIRMAN. If you want his vote, you better give the right answer.

Ms. HALPERN.—the CPB board is not allowed by law to get involved with programming. But I would hope that the stations in Alaska, as well as in Hawaii, given their responsibilities as local public broadcasters, would certainly be celebrating the anniversary of statehood.

When we visited Alaska and we went, in fact, up to Bethel, we were able to, as a board, listen to the type of programming that the stations provide, and the special connection, the life system that, for example, "Tundra Drums" provides in Bethel to those of the Inuit communities who become completely isolated when that tundra thaws is remarkable, unique, and so very special. So I cannot but imagine that they will do everything.

Senator STEVENS. Oh, I am sure they will in our state. I am talking about nationally. You don't have anything to do with that, right?

Ms. HALPERN. That we do not, sir.

Senator STEVENS. Thank you very much.

The CHAIRMAN. With that, I would like to once again request that you respond to the questions that the Committee will submit to you, and the sooner we do this, we can expedite the process.

Once again, thank you very much for your appearance here. And Senator Pryor, give my regards to Arkansas.

Senator DAVID PRYOR. Thank you, Mr. Chairman. Thank you very much.

The CHAIRMAN. And with that, we will try to speed up the process. Thank you very much.

[Whereupon, at 11:23 a.m., the hearing was adjourned.]

## A P P E N D I X

### RESPONSE TO WRITTEN QUESTIONS SUBMITTED BY HON. BYRON L. DORGAN TO ALL CPB NOMINEES

*Question 1.* Public television offers some of the last locally-owned and controlled media in this country. Subsequently, its role in the marketplace of media is becoming increasingly important as we search for diverse opinions and voices. In fact, a 2003 study by the McGannon Center found that over a 2-week period, commercial broadcasters aired, on average, only 45 minutes of local public affairs programming per week, in contrast to the 3.5 hours aired by public broadcasters. How important do you see the role of public broadcasters as leaders in local programming?

Ms. HALPERN. I believe public broadcasting is a national treasure, and an invaluable community connector. In most communities, the public broadcasting station is the last locally-owned media operation and the only vehicle for significant discourse on local issues. If confirmed for a second term, I want to make sure that we protect and enhance the opportunities for public broadcasting entities across our country to provide this valuable connection through local programming.

Ms. GILBERT. This is an *extremely* important issue to me. I believe public radio and television broadcasters will have an even greater role in providing local news and programming in the near future as competition and costs continue to squeeze commercial interests. I believe public broadcasting may soon be one of the only outlets to provide continued free access and information throughout the country.

Mr. RAMER. I believe that public broadcasting is basically the last bastion of local broadcasting. For example, in my City of Los Angeles, KCET is the only "local" television station. In my opinion, while there are many reasons why public broadcasting is an essential for our Nation and a healthy democracy, having local stations is one of the most important reasons.

Ms. SEMBLER. My 15 years of service at WEDU, the Tampa Bay area's public television station, has taught me the importance of localism. It is only our station that offers a weekly public affairs program, *Florida This Week*, in prime time on Friday evenings; only our station that produces and broadcasts two interview shows, one spotlighting local community leaders, the other, local business leaders; and our station alone that, through the generous funding of a community foundation, presents *A Gulf Coast Journal with Jack Perkins*, a show that highlights the people and places of Sarasota and west central Florida. Additionally, WEDU has provided our viewers with many special broadcasts about aspects of our local community, including shows that focused on the African-American community of St. Petersburg, FL, the Ringling Museum in Sarasota, FL and the Mote Marine Laboratory, also in Sarasota, to name but a few. WEDU also produces local offerings to dovetail with PBS programming (such as our local follow-up to *The War* series by Ken Burns, and our local "town hall" forum in response to Judy Woodruff's production *Generation Next*).

WEDU is not alone. All across America, public television stations follow a similar formula to provide a perfect mix of local and PBS programming. It is what makes public television unique and, in my opinion, superior to all other television available.

Additionally, and perhaps even more significantly, WEDU and public TV stations across the country reach out into the local community with our signature literacy program, Ready To Learn.

Public television is truly THE leader in local programming. It is critically important for public broadcasters to continue in this role in our local communities.

*Question 2.* The Board of the Corporation for Public Broadcasting serves a very important role and while it is not supposed to interfere with content, as we saw in 2005, the CPB Board has tried in the past. You will recall that in 2005, then-Chairman Kenneth Tomlinson tried to influence public broadcasting programming and hired a consultant to track the political leanings of the guests on Bill Moyers' show "Now." What is your opinion of Tomlinson's actions?

Ms. HALPERN. In 2005, as part of the arrangement which terminated Mr. Tomlinson's association with CPB, the Board of Directors signed an agreement which prevent us even today from publicly commenting on his tenure as CPB Board Chairman. Regardless of the former Chairman's actions, CPB has not since hired a consultant for any such purpose and, in fact, I would oppose any such a hire as a member of the CPB Board of Directors.

Ms. GILBERT. As a nominee to the CPB, I have no firsthand information of the controversy surrounding the previous Chairman. I would not care to comment on specifics except to say, I intend that the past issues and controversy will inform better decisions and actions by the Board in the future.

Mr. RAMER. Attempts on the part of CPB, its management or its Board, to interfere with or influence the content of public broadcasting is inappropriate and flies in the face of the statutory imperatives.

Ms. SEMBLER. It is important to me, whenever I serve on a Board, to follow the guidelines and by-laws of the organization. I have learned over the course of this nomination process that CPB's statute prohibits CPB from interfering with local station operation or controlling editorial content or programming. I am in agreement with this prohibition, and if confirmed, I will work to ensure that CPB complies fully with the directives of the Public Broadcasting Act.

*Question 3.* Does public broadcasting accurately reflect the diversity and variety of ideological views of Americans? Do you believe public broadcasting stations present balanced news coverage on local, national and international affairs?

Ms. HALPERN. Across the entire programming schedule, and especially in news and current affairs programming, I believe public broadcasting offers the most balanced news coverage of any news outlet in America. Programs like *The NewsHour with Jim Lehrer* offer a variety of opinions on almost every issue discussed every night, representing a diversity and variety of views reflective of Americans across our country.

Ms. GILBERT. As a nominee to the CPB, my comments are those of a consumer. I sincerely appreciate the educational, cultural and historical aspects of public television. I watch *The NewsHour* on PBS to get more accurate, less sensational views of national and international issues, especially after feeling there is too much opinion injected in commercial broadcasts. It's possible that NPR could do more to reflect regional and local issues in radio markets although I believe that opinion should be supported by community and management perspective.

Mr. RAMER. I also believe that public broadcasting news programs—both television and radio—seek to present balanced and objective news locally, nationally and internationally and certainly succeed far beyond that of commercial sources.

Ms. SEMBLER. Yes, I believe that public broadcasting offers a variety of balanced news and current affairs programming, both nationally and at the local level. At WEDU in Tampa, we offer the public affairs program that I mentioned above, *Florida This Week*. On this program, along with a moderator, the producers always include four individual commentators who represent the varied parts of the political and community spectrum. Each week, white, African-American, and Latino leaders and thinkers articulate viewpoints that are conservative, liberal, and points in between. I am proud that WEDU works hard to create programming such as this that is balanced, fair and representational of the community it serves.

I believe that national programming reflects this as well and strives to present balanced news coverage on national and international affairs. Programs such as *The NewsHour with Jim Lehrer* and *Washington Week*, for example, are well-respected for their balance.

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RESPONSE TO WRITTEN QUESTIONS SUBMITTED BY HON. BYRON L. DORGAN TO  
CHERYL FELDMAN HALPERN

*Question 1.* In 2003, when you testified before the Senate Commerce Committee, Senator Lott said journalist Bill Moyers's post-election commentary was: "the most blatantly partisan, irresponsible thing I've ever heard in my life," and said, yet the CPB "has not seemed to be willing to deal with Bill Moyers and that type of programming." You responded: "The fact of the matter is, I agree with you." And you said, referring to your time with the Broadcasting Board of Governors, "when there were allegations of impropriety and violation of the journalistic code of ethics, we were able to aggressively step in, review the transcript . . . and initiate penalties and change accordingly." This was prior to Tomlinson's attempt to address the programming of Bill Moyers. You acknowledged that the CPB cannot do this, yet you said to Senator Lott: "so I'm as frustrated as you." Can you tell me how you differ from Kenneth Tomlinson in your views?



Answer. Unlike the former Chairman, if confirmed for a second term, I will keep, and have kept, my personal opinions about the programs on public broadcasting separate from the discharge of my duties as a CPB Board member. Foremost amongst these duties is to, in the words of the Public Broadcasting Act of 1967, “assure the maximum freedom of the public telecommunications entities and systems from interference with, or control of, program content or other activities.”

*Question 2.* If you disagreed with Tomlinson’s actions, why did I not hear you speak out in 2005, or preferably earlier to prevent them from occurring?

Answer. In 2004 and 2005, Chairman Tomlinson acted as an executive Chairman of the Board and, as many media reports acknowledged at the time, many of his actions took place without the knowledge of the Board. Again, in 2005, as part of the arrangement which terminated Mr. Tomlinson’s association with CPB, the Board of Directors signed an agreement which prevent us from publicly commenting on his tenure as CPB Board Chairman.

*Question 3.* Do you believe that the Corporation for Public Broadcasting should assess purported political bias in public broadcasting content through the use of internal or external content analysis?

Answer. No. CPB should not assess purported political bias in public broadcasting content. However, we are charged with complying with the mandate of the Public Broadcasting Act, which requires the CPB’s Board of Directors to establish a “comprehensive policy and set of procedures,” that, among other things, provide for regular review of national public broadcasting programming for objectivity and balance.

In the 2005 report from CPB’s Inspector General, he recommended that the CPB Board establish formal policies and procedures for conducting regular reviews of national programming for objectivity and balance.

In beginning to address the IG’s recommendation, CPB and the Board consulted with the deans of the Nation’s top schools of journalism, the Project for Excellence in Journalism, public broadcasters including National Public Radio (NPR) and the Public Broadcasting Service (PBS), relevant interest groups and others.

Frankly, these discussions produced no clear consensus, with some stating the language of the Congressional mandate is either unclear or archaic according to the standards of modern journalism, and others urging CPB to focus instead on its “most important” role of insulating public broadcasters from outside pressures and protecting their independence.

The Board subsequently requested that CPB management obtain research based on insights from the journalism community that could better inform our efforts to address the Public Broadcasting Act’s requirements.

Accordingly, in the winter of 2007, CPB issued seven requests for proposal (RFPs) for white papers, the topics for which are: (1) Objectivity and Balance: Conceptual and Practical History in American Journalism; (2) Objectivity and Balance: Today’s Best practices in American Journalism; (3) Objectivity and Balance: How do Readers and Viewers of News and Information Reach conclusions regarding Objectivity and Balance?; (4) Journalism When Government Supports the Enterprise; (5) Concepts in Tension: the Challenge of ensuring Both Objectivity and Balance and Editorial Independence; (6) Best Practices in Assessing Objectivity and Balance; and (7) Expectations for Objectivity and Balance in Multi-Platform Distribution—Traditional and New Media.

At the end of July, four white papers were submitted to CPB: “Objectivity and Balance: Conceptual and Practical History in American Journalism”; “Objectivity and Balance: Today’s Best practices in American Journalism”; “Objectivity and Balance: How do Readers and Viewers of News and Information Reach conclusions regarding Objectivity and Balance”; and “Concepts in Tension: the Challenge of ensuring Both Objectivity and Balance and Editorial Independence.”

In early August, the authors of three of the papers participated in a workshop at the Association for Education in Journalism and Mass Communication conference in Chicago.

This resulted in offers of assistance from several independent journalism entities to help us as well as a proposal for the White Paper on “Expectations for Objectivity and Balance in Multi-Platform Distribution—Traditional and New Media.”

Going forward, CPB will be integrating the findings of the white papers; Arranging for the white papers to be formally presented at national journalism conferences in 2009; working with at least two independent journalism entities on our further research needs as well as the development of a web-based training initiative on journalism and ethics which will include a module on balance, objectivity, fairness, accuracy and transparency directed toward professionals, academics and lay persons alike; and sponsoring a national symposium on the impact of digital media on journalism. At the same time, CPB will also continue to work with stakeholders in the

public broadcasting system on the issue of editorial independence as well as on objectivity and balance.

We will make sure to keep you and your staff abreast of our efforts to meet our statutory "objectivity and balance" mandate.

*Question 4.* What level of autonomy do you believe should be given to news programming decisions made by public broadcasters?

Answer. I believe they should be given complete autonomy.

*Question 5.* Have you taken any action during your tenure on the Corporation for Public Broadcasting to influence the direction or outcome of programming?

Answer. No, I have not.

*Question 6.* Were you calling for more Board transparency and checks and balances on the Board before the Tomlinson actions and before the Inspector General's report was issued?

Answer. It was not until after I assumed the Chairmanship of the CPB Board of Directors that we initiated a top-to-bottom review of CPB's operations and procedures. Never before had our organization undertaken such a major examination of every task, operation and practice. During this time, we made significant revisions to our governance procedures, established more clearly defined roles and responsibilities for the Board Chair and for the CPB President and CEO, improving accountability and transparency in the operations of the our organization.

I am very proud of our work, and I believe we addressed and continue to address many of the issues identified in the 2005 report of the Inspector General, and in so doing, we have created an atmosphere of transparency, integrity, ethical values and clear assignments of authority and responsibility for the CPB board and staff.

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RESPONSE TO WRITTEN QUESTIONS SUBMITTED BY HON. BYRON L. DORGAN TO  
BRUCE M. RAMER

*Question 1.* Former Chairman Kenneth Tomlinson believed that programming created by public broadcasting was partisan and biased. Do you share these views? If yes, do you believe, as the former Chairman did, that the Board should be able to take corrective action?

Answer. I do not believe that public broadcasting is partisan or biased.

*Question 2.* Do you plan to attempt to influence the direction or outcome of public broadcasting programming?

Answer. No.

*Question 3.* What do you think of the value or depth of news and information on public broadcasting as compared to other news sources?

Answer. Based upon my knowledge of what is broadcast by public broadcasting and by commercial broadcasters, I believe that there is more depth of the news and information on the public system than on commercial broadcasting.

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RESPONSE TO WRITTEN QUESTIONS SUBMITTED BY HON. BYRON L. DORGAN TO  
ELIZABETH SEMBLER

*Question 1.* Based on your experience with public broadcasting in Tampa and with the Association for Public Television Stations (APTS), what are the greatest challenges public broadcasting faces in the near future?

Answer. In my opening statement, I identified three areas that I believe present the greatest challenges for public broadcasting in the near future:

A. The February 17, 2009 analog shut-off for television broadcasts. Of the estimated 25 million Americans who receive their television programming over the air (and who will need to do the most to transition to digital reception), a significant number are supporters and viewers of public television. Public broadcasters must work hard with commercial broadcasters and the Congress to ensure the success of the transition and ensure that the audience for public television can find its programming.

B. Competition in a multi-channel, multi-platform universe. It is imperative that public broadcasting is on the cutting edge of media technology to reach viewers and listeners on the media outlets they choose to use.

C. Funding. This continues to be a great challenge for public broadcasting, and the Federal Government's role is even more important now as we head into the digital age. While Federal funding of public broadcasting may only represent 15 percent of total revenue, this 15 percent is essential in garnering support from

other sources. While CPB have lately received modest increases for our advanced Federal funding, this has hardly kept pace with inflation.

*Question 2.* Do you believe the Corporation for Public Broadcasting should be granted more authority to address claims of bias?

Answer. No. While I do believe that the public certainly has the right to respond to and comment on public broadcasting, I am not convinced that the CPB itself should address claims of bias. Suffice it to say, I am comfortable with the parameters that now define the CPB's role in this area, and do not think it is wise to change them.

*Question 3.* Are you committed to transparency on the Corporation for Public Broadcasting and how can the CPB's transparency be improved?

Answer. Yes, and if confirmed I will work to ensure transparency remains at the forefront of all of CPB's operations. CPB is a federally-funded and thus public institution; the public has the right to know about its workings.

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RESPONSE TO WRITTEN QUESTIONS SUBMITTED BY HON. BYRON L. DORGAN TO  
LORETTA SUTLIFF

*Question 1.* What are your views, regarding the importance of localism to the future of public broadcasting?

Answer. I feel very strongly that if public broadcasting does not strengthen the current commitment to providing local news and programming, future generations will be forced to subscribe to or "purchase" only franchised information. Local news coverage is also very important to the balance of government and law enforcement in any community. I understand that Senator Dorgan is concerned about the incidence of violent crime on Native American reservations, as is our community. Greater scrutiny by local media is a form of public protection.

*Question 2.* What value has localism in public broadcasting brought to your rural Nevada community?

Answer. I recognize the value that public broadcasting's local focus brings to communities, large and small, across the country. Furthermore, as a small town broadcaster with almost twenty-five years' experience, localism is what my job is all about. In fact, in the time I've been sitting at my desk to answer these questions I've received phone calls ranging from a Nevada Forester hoping to promote a local tree sale, to the Chairman of the Elko Area Chamber of Commerce as we're coordinating a series of candidate debates, including a televised forum featuring the U.S. Congressional Race for the 2nd District in Northern Nevada. Our involvement is a direct reflection of a busy community that relies on us. As a commercial broadcaster in radio and television, we are unique in that we provide services usually only found in public broadcasting.

*Question 3.* Do you plan to attempt to influence the direction or outcome of public broadcasting programming?

Answer. As a nominee, it has been clearly explained to me that members of the Board of Directors of the CPB are to have no influence on programming or content.