



Al Jerome, President, Chief Executive Officer

Al Jerome has been President and CEO of KCET since February 1, 1996. He brought three decades of commercial television experience, which he has used to forge an entrepreneurial approach that has guided the station throughout his 15-year tenure.

On January 1, 2011, KCET became the nation's largest independent public television station by ending its long association with PBS in order to concentrate its resources on serving the creative, diverse population of Southern California.

While a member station of PBS, however, Jerome was instrumental in launching several important initiatives, including the Peabody Award-winning series, *A Place of Our Own* and the Spanish language companion *Los Ninos en Su Casa*, the first series dedicated to the unique needs of pre-school child caregivers and parents to enable them to better prepare their children to enter school. Also, KCET co-produced, with Gregory Nava, the first dramatic series on television to feature a Latino family, *American Family*, starring Edward J. Olmos, Constance Marie, Esai Morales, and Raquel Welch.

KCET produced a series of five dramatic productions, showcasing the talents of Southern California's entertainment community, entitled PBS Hollywood Presents. These productions featured the talents of Dick Van Dyke and Mary Tyler Moore, Richard Dreyfus, Rita Moreno, Daniel Craig, Debbie Allen, Phylicia Rashad, and Linda Lavin, among others.

Jerome has championed a strong commitment to news and informational programming. The station's current signature newsmagazine program, *SoCal Connected*, is a hard-hitting, multi-platform news program that this year has been honored with a George Foster Peabody Award and a Dupont-Columbia Award for journalism in the same year. For the first seven seasons, KCET was the co-producer of Tavis Smiley on PBS, the first daily discussion program featuring and

African-American host. Jerome also secured a marketing-distribution partnership for KCET with BBC World News, as successful collaboration that has resulted in BBC World News reaching 97% of the U. S. television households.

Finally, KCET became the first television station to carry Al Jazeera English news, as part of its new international news emphasis that also includes, in addition to BBC World News, English language newscasts from NHK/Japan and IBA/Israel. KCET now airs six hours of international news each weekday.

Before coming to KCET, Jerome had a successful career in commercial broadcasting. His early experience was in sales and sales management at ABC and CBS. In 1975, he began a 17 year association with NBC that included a decade as President of the NBC Television Station Group, with responsibility for the company-owned affiliates in New York, Los Angeles, Chicago, Washington, Cleveland, Miami, and Denver, as well as NBC Spot Sales. He also served as Vice President and General Manager of WNBC-TV/New York.

In 1992, Jerome was recruited to be President and Chief Executive Officer of SpectraVision, Inc., the hotel industry's leading provider of pay-per-view entertainment and interactive television programming.

A New York native, Jerome is a graduate of Cornell University, with an A. B. in History. He also earned a Masters of Business Administration from New York University. He is married with three grown sons and two grandchildren.

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