



Mary Mazur, Chief Operating Officer

Mary Mazur joined KCET in 1997 and has served in the positions of Executive Vice President of Programming and Production and, most recently, as Executive Vice President and Chief Content Officer. She helped to secure KCET's distribution partnership with *BBC World News* as well as served as an Executive Producer on the nationally distributed Peabody Award-winning series for caregivers, *A Place of Our Own* and *Los Niños en Su Casa*, its Emmy®-winning Spanish-language companion. Prior to joining KCET, Mazur was Senior Vice President of Series Development at Cosgrove/Meurer Productions, where she was responsible for all drama and reality program development. Earlier she worked in a similar capacity as Senior Vice President of Development for Patchett Kaufman Productions. Before joining the production ranks, she was Vice President of Series Development for CBS Productions. In addition to her network experience at CBS, Mazur also worked at NBC where she was Director of Drama Development, and was involved with several dramatic series including *LA Law* and *Matlock*.



Susan Erburu Reardon, Chief Development Officer

In December 2010, with the creation of the Office of the President, Susan Reardon assumed the new title of Chief Development Officer. As such, Reardon is responsible for management of KCET's fundraising efforts, including major gifts, planned giving, foundations and government grants, membership, corporate underwriting, and special events. Reardon joined KCET in 1997, serving as Executive Vice President and General Counsel. In 2004, Reardon also assumed responsibility for the station's efforts to obtain grants from charitable foundations

for its programming, productions and general operations. Prior to joining KCET, Reardon was with the law firm of Gibson, Dunn and Crutcher for 17 years and a firm partner for seven years. She graduated with her A.B. in History *magna cum laude* from Radcliffe College (Harvard University) in 1977, was elected to Phi Beta Kappa, and received her J.D. in 1980 from Harvard Law School. She has been an adjunct professor at the Southwestern Law School in Los Angeles and has served on the board of directors of Public Counsel, a pro bono legal services organization. Her numerous community activities include serving on the Board of Directors of the Los Angeles Master Chorale Association (as Vice Chair, Strategic Initiatives) and as a member of the Board of Governors of Idyllwild Arts Foundation, which provides pre-professional training in the arts and a comprehensive college preparatory curriculum for young artists.



Bret Marcus, Chief Content Officer and Senior Vice President Executive Producer, *SoCal Connected*

Bret Marcus is a 19-time Emmy® winning news producer with a distinguished career that has spanned more than two decades of award-winning news production. He is Executive Producer for *SoCal Connected*, a hard-hitting prime-time weekly television news program that examines the issues and people of Southern California. The show has earned Emmy®, National Headliner, Gracie duPont-Columbia and Peabody awards under his leadership. Marcus also has served as executive producer of the PBS special *Global Watch*. Prior to KCET, Marcus was executive producer of *The News with Brian Williams* for NBC News and CNBC. He was also News Director at two NBC stations -WNBC in New York and WRC in Washington, DC. At ABC News, Marcus was executive producer of *World News Now* and *Good Morning America Sunday* as well as the broadcast producer of the highly acclaimed documentary series, *Turning Point*. He is the recipient of two Peabody awards and four duPont-Columbia awards.



Nancy Rishagen, Executive Vice President, Development

As Executive Vice President, Development, Nancy Rishagen plans and leads strategic fundraising efforts at KCET. She is responsible for major gifts, planned giving and special fundraising events. Among the numerous fundraising activities developed during Rishagen's tenure in Development are KCET's annual Visionary Award Gala, which annually honors one prominent couple for their contributions to our communities; the formation of the Council for Children and Families, a KCET Board of Directors committee which focused its efforts on supporting children's programming; and the Women's Council Star Luncheon, an annual fundraiser that honors celebrities who support public television. Rishagen is a member of the Johnny Mercer Foundation Board of Directors. She serves on the Executive Committee and as Chair of the Foundation's Nominating Committee. Rishagen joined KCET in 1975 and spent the earlier part of her career at KCET responsible for human resources, strategic planning, membership, facilities management and community outreach. She was a founding Board of Director's member of PBS Sponsorship Group, a national underwriting venture of PBS and four of the largest producing stations.



Gordon Bell, Senior Vice President of Engineering and Operations

Gordon Bell, most recently KCET's Vice President of Engineering and Operations, joined the station in 1998 as Technical Director and has been instrumental in the shaping of KCET's digital future. He currently oversees KCET's Broadcast Operations and Information Technology departments. Prior to KCET, Bell founded and ran an independent television production facilities company as well as served as a freelance technical director or technical manager on programs produced in North America and internationally for every major network in the U.S. and Canada, including Turner Goodwill Games, two G8 Summit conferences and two World Series.



**June M. Baldwin, Senior Vice President, General Counsel,
Corporate and Legal Affairs**

Baldwin, most recently Director of Business and Legal Affairs, has advised KCET on legal and business issues in addition to preparing and reviewing contracts for all areas of the station's operations. Prior to KCET, Baldwin held Business Affairs positions at NBC, UPN and Columbia TriStar Television as well as heading up Business Affairs at independent production companies for Johnny Carson, Norman Lear, Quincy Jones and Aaron Spelling. A graduate of Stanford University and Harvard Law School, Baldwin was one of the first African Americans to enter the executive ranks of the entertainment industry. She currently serves on the Advisory Board of The Minority Health Institute.



**Val Zavala, Vice President, News and Public Affairs
and Anchor of *SoCal Connected***

Val Zavala has been the anchor of *SoCal Connected* since its debut in 2008. Prior to *SoCal Connected*, Zavala was a reporter, producer and anchor of KCET's award-winning weekday news program *Life & Times* as well as other news and public affairs programs, including *Bracing for a Quake: A Survival Guide*. During her career at KCET she has won 15 L.A. Area Emmy® Awards and eight Golden Mikes. In 2006, Zavala was honored by Hispanic Americans for Fairness in Media and named one of the one hundred most influential Latinos by *Hispanic Business* magazine. Prior to joining KCET in 1987, Zavala spent six years reporting at commercial news stations. Over her 30 years in television journalism, she has covered major issues impacting Southern California in the areas of politics, education, healthcare, environment, demographics, arts and culture and the economy. Zavala attended Stanford University in 1992 on a John S. Knight Journalism Fellowship. She received her Masters in journalism from American University in Washington, D. C. and her B.A. in Latin American Studies from Yale University.



Bohdan Zachary, Vice President, Broadcasting and Program Development

In this role, he is involved with the development of new series for KCET, as well as broadcast strategies for its digital channels. Zachary also oversees the national distribution of BBC World News to public television stations across the country. Zachary, who joined the station in 1997 as executive producer for pledge production, has served as a production executive for programs produced for KCET, PBS and American Public Television. A few titles include, the Peabody award-winning documentary, *Inventing LA: The Chandlers & Their Times*, the Emmy-nominated special, *Bracing for a Quake: A Survival Guide* and Tavis Smiley's nightly talk show.



Renee Williams, Vice President, Membership Marketing

Renee Williams is responsible for membership and marketing initiatives, along with donor and prospect cultivation for KCET. With nearly 80,000 loyal members, she is instrumental in overseeing fundraising campaigns and partnerships designed for various mediums, including on-air, phone, direct mail and online. She is also responsible for analyzing key campaign performance trends and data. In addition to fostering membership growth, Williams supervises membership marketing activities for KCET including, monthly newsletters, email blasts, special events and sweepstakes and giveaways. She frequently manages external agencies, vendors and designers. Under her leadership, KCET has introduced online marketing and fundraising initiatives and has produced more than 100 donor and community events. She earned an MBA in Finance from NYU's Stern School of Business, a Master's degree in Economics from Northwestern University and a Bachelor's degree from Fisk University.