

**Public Television**

**Major Market Group**

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**VISIONARY PUBLIC MEDIA LEADER, SUSAN SCOTT  
JOINS PUBLIC TELEVISION MAJOR MARKET GROUP (MMG)  
AS PRESIDENT AND EXECUTIVE DIRECTOR**

The MMG Board of Directors has named Susan Scott the next President and Executive Director of the Public Television Major Market Group (MMG). A media veteran, culture leader and strategist, Scott's background in both public and commercial media uniquely positions her to lead and support member stations boldly into the future in service to our local communities and diverse audiences.

"We are thrilled to welcome Susan into this key role. Her experience in developing and implementing strategy along with her commitment to innovation and collaboration are invaluable skills that will support the growth of the members of the Major Market Group and public media as a whole," stated Rob Dunlop, chair of the MMG Board of Directors.

"I have a deep love for the vital work that all PBS stations carry out as essential community partners. I can't wait to dig in on the opportunities that PTMMG can create and leverage to advance our stations' needs with vigor, energy, integrity, and excitement to a broad universe of partners. Our membership is comprised of terrific people who are committed to ensuring we meet this moment of digital transition and consumer choice."

Scott joins the MMG directly from PBS North Carolina, one of the largest PBS station in the country, where she served in several roles during her 7-year tenure, most recently as Chief Growth Officer responsible for growing revenue, audience, engagement strategies and social impact through process and innovation. Under her tenure, she increased station revenue streams across all areas and worked cross-organizationally to develop a 10-year Strategic Plan as well as leading the ongoing strategy and implementation of growth efforts to foster sustainable revenue sources and to simplify giving.

Prior to her time in public media, Scott served in leadership roles for media companies including Frontier Communications, The Weather Channel, INDEMAND, Fox News Channel and Turner Entertainment Networks.

“Susan’s success is rooted in her care of and for people,” stated Amanda Mountain, chair of the MMG hiring committee. “Her leadership style is reflective of not only her business acumen, but her desire to support others in achieving their own potential through thoughtful change management and creativity.”

In true public media fashion, Scott is a lifelong learner with many diverse executive leadership programs under her belt, including Futurist - Strategic Foresight Training, Harvard Negotiation Institute, and the Betsy Magness Leadership Institute among others. Scott’s volunteer and community involvement is broad and includes venture mentoring for the Council of Entrepreneurial Development, active support for the Stuart Scott fund within The V Foundation, board of Prevent Child Abuse North Carolina, past Chair of Women in Cable and Telecommunications and current Vice Chair for the Durham Sports Commission. Scott earned a BA in political science from the University of North Carolina at Chapel Hill.

Scott steps into the role of MMG President and Executive Director on October 17 coinciding with the group’s in-person gathering in Denver, CO and she plans to continue to reside in North Carolina.

Respected public media leader, Linda O’Byron has been serving in the role as interim Executive Director and will conclude her tenure in November with sincere thanks from the MMG Board of Directors and members for her extraordinary service.

Deanna Mackey served as the MMG President and Executive Director for seven years before joining KPBS/San Diego as General Manager earlier this summer.

The executive search was led by Iris Drayton-Smith of Stanton Chase who ensured everyone that engaged with the process was treated with care and respect.

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*The Public Television Major Market Group is a consortium of the 40 largest public TV stations by market size in the United States. The group represents more than 60 percent of the nation's audience. The MMG’s mission is to champion and support our public media member organizations to be innovative and essential to our communities. The MMG facilitates sharing ideas, information and providing collaboration among its members on activities of mutual concern to improve the range, quality, and effectiveness of the stations' services. The organization also explores and implements new initiatives to improve the public TV system and takes leadership positions to effect action and the outcome of major public television policy issues.*