

Press Release – Immediate
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USA Secretary and Treasurer Elected; New Board Member Added

The University Station Alliance (USA) has elected Tom Hunt, Executive Director of Bradley University's WCBU to serve as Board Secretary; John Hess, General Manager of Boise State Radio as Board Treasurer; and Wally Smith, General Manager of Long Island University's WLIU as a new Board member. Dave Edwards and Roger Sarow whose terms as officers have expired will continue as Board members.

Hunt is a 40-year veteran of both public and commercial radio with experience in a variety of formats. Besides his present role at WCBU, he has been a program host, program director, and manager. He has additional experience as a communications consultant and as an adjunct faculty member, teaching media management at Bradley University.

Hess is a 25-year veteran of the communications industry, working in television, radio and print. He has been Boise State Radio's General Manager since 2005. Originating from Idaho's capital city, Boise State Radio is a twenty-station network serving southwestern Idaho, eastern Oregon and northern Nevada. Operating five separate program services broadcasting throughout its region, it reaches a potential audience of 850,000.

Smith has spent his professional career in public radio, first as the founding manager of KUSC-FM in Los Angeles for 24 years, growing KUSC from a projection booth in a Science Building with its antenna below sea level into a four-station network reaching across southern California. Under his leadership, KUSC grew to become the first public radio station to break the weekly audience threshold of 500,000 persons. Also, **Marketplace** was rescued by KUSC from potential collapse to become a staple in public radio programming and the first thirty minute daily news program to originate from the West Coast. Smith also helped to jumpstart other NPR stations in the market.

For the past twelve years Smith has served as general manager of WLIU-FM in Southampton, New York, where he once again raised a fledgling college radio station to a full-service NPR station in a state-of-the-art digital broadcast facility serving the Hamptons, the East End of Long Island and the coastline of southern Connecticut. Across the span of his career in public radio, he has served on the NPR Board, was a founding member of American Public Radio, the RRC, and The Station Resource Group. He also chaired the Board of California Public Radio.

Craig Beeby, the USA Executive Director said, "The new and current board members are dedicated to serving the public radio community and they are a wonderful resource for the USA affiliates by providing strong experience and thoughtful leadership."

The *University Station Alliance (USA) is a grassroots organization founded in 2001 to assist university-licensed stations with the challenges and opportunities associated with their licensees. University-licensed stations make-up 63-percent of the public radio system. *University is a generic title that includes colleges, school systems, and state agencies. More information about the USA can be found at www.us-alliance.org.