

# EXECUTIVE BIOGRAPHIES

Michael Riley, President & Chief Executive Officer

Mary Mazur, Chief Operating Officer

June Baldwin, Senior Vice President, General  
Counsel, Corporate & Legal Affairs

Gordon Bell, Senior Vice President,  
Engineering, Operations & IT

Albert Chavez, Senior Vice President, CFO  
& Chief Administrative Officer

Juan Devis, Senior Vice President, Content  
Development & Production

Ariel Carpenter, Vice President, Communications

Val Zavala, Vice President, News and Public Affairs,  
Executive Producer and Anchor of  
"SoCal Connected"



## **Michael Riley, President & Chief Executive Officer**

Michael Riley, an accomplished international television executive, joined KCETLink in January 2015 as the organization's fourth President and Chief Executive Officer. Mr. Riley brings two decades of senior management experience to the position, most recently as former President, ABC Family with the Walt Disney Company.

Under Mr. Riley's leadership at ABC Family, the channel greatly expanded its original programming that included a record number of pilots. In 2011, hit drama "Switched at Birth," debuted as the channel's No. 1 original series in the network's history breaking records in all key demos. The series, featuring Academy Award® winner Marlee Matlin, continues to be hailed for bringing together diverse communities and won ABC Family its first-ever Peabody Award.

Mr. Riley followed up in 2013 with the ground breaking hit "The Fosters," from executive producer Jennifer Lopez; a compelling one-hour drama about a multi-ethnic family mix of foster and biological kids being raised by two moms.

With Mr. Riley at the helm, ABC Family became cable TV's No. 1 network in primetime among young women for the first time in its history, powered by groundbreaking original content and key acquisitions. The popular teen drama "Pretty Little Liars" recorded the network's best ratings ever in key demos and smashed worldwide social media records at the time, placing it among the "most social" programs ever.

During his tenure, Mr. Riley was also responsible for the first-ever international channel launch for ABC Family in Canada with partner CORUS Entertainment.

Previously, Mr. Riley served as Senior Vice President and General Manager, Radio Disney, where he oversaw the strategic and operational management of the Radio Disney network and its portfolio of 36 owned radio stations, leading them to record ratings through original multi-platform content in partnership with Disney Channels Worldwide.

Prior to that, Mr. Riley began his media career with Turner Broadcasting System in the UK, serving as senior vice president and general manager, Turner Broadcasting System Europe Ltd. In this post, he was responsible for the overall strategic, brand programming and commercial direction for Turner's suite of European entertainment channels and led the EMEA Consumer Products teams. Mr. Riley began at Turner in 1997 as part of the Business Development team, responsible for both television and new media initiatives across the EMEA region for CNN International and the entertainment brands.

Mr. Riley holds an MBA from London Business School in the UK, completed an international program at Columbia Business School in 1996 and is a graduate of the University of Western Ontario in Canada.



### **Mary Mazur, Chief Operating Officer**

Mary Mazur is Chief Operating Officer. She joined KCET in 1997 and has served in the positions of Executive Vice President of Programming and Production, as well as Executive Vice President and Chief Content Officer.

Ms. Mazur served as an executive producer on several nationally distributed programs such as *Auschwitz: Inside the Nazi State*, *PBS Hollywood Presents* and *American Family*. In this role she received a Peabody Award for KCET's series on caregiving for young children, *A Place of Our Own*, and an Emmy® for *Los Niños en Su Casa*, its Spanish-language companion. In addition, Ms. Mazur helped to secure KCET's distribution partnership with BBC World News. Prior to joining KCET, Ms. 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, Ms. Mazur also worked at NBC where she was Director of Drama Development.



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

June Baldwin is joined KCET in March 2004 and serves as its Senior Vice President, General Counsel, Corporate and Legal Affairs.

Ms. Baldwin is responsible for overseeing KCETLink's Legal Department. Her responsibilities include providing legal advice and counsel on all matters before the station to the Board of Directors, the Chief Executive Officer, and KCETLink's executive staff. She also serves as Assistant Secretary to the KCETLink Board of Directors with responsibility for corporate record-keeping and providing advice regarding corporate governance matters. As General Counsel, she also is primarily responsible for the station's labor relations, including the negotiation of its collective bargaining agreements with those unions and guilds whose members are employed by KCETLink.

Prior to joining KCET, Ms. 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, Ms. Baldwin is a member of the Los Angeles County Bar Association and currently serves as a member of the Executive Committee of its Corporate Law Departments Section. She currently serves on the Advisory Board of The Minority Health Institute. Throughout her career, Ms. Baldwin has served on the boards of numerous non-profits in the areas of children's welfare, education, governance, health, gender and image, and finance.



### **Gordon Bell, Senior Vice President of Engineering, Operations & IT**

Gordon Bell is Senior Vice President, Engineering, Operations & IT. Since joining the station in 1998, he has served as Technical Director and as Vice President of Engineering and Operations. Mr. Bell has been instrumental in shaping KCETLink's digital future by leading the transition of all of the station's broadcast operations during its move to its new state-of-the-art facility in Burbank, and overseeing Broadcast Operations and Information Technology departments for KCETLink.

Prior to KCETLink, Mr. 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.



### **Albert Chavez, Senior Vice President, CFO & Chief Administrative Officer**

Albert Chavez is Senior Vice President, CFO & Chief Administrative Officer. He joined the company in 2011 as CFO. Prior to joining KCETLink, Mr. Chavez was the Chief Financial Officer of Grupo Radio Centro's (RC) broadcast operations in Los Angeles. He was previously the Chief Operating Officer of Lombardia Capital Partners, LLC, a \$1.7 billion institutional investor, where he managed all administrative areas of the firm and was the Chief Compliance Officer from 2006 to 2009. Previously Mr. Chavez served as the SVP/CFO for Si TV, Inc. (2003-2006), a digital television network in Los Angeles. From 1998 to 2003, Mr. Chavez provided financial consulting services to a variety of early stage or troubled companies in the technology, media and financial services areas. Prior to that Mr. Chavez co-founded and was the SVP/CFO of El Dorado Communications, Inc. (1991-1998), a radio broadcasting company. Before El Dorado Communications he worked for the RCA Corporation and General Electric Company (which merged in 1985) in various financial positions in New York City, Mexico City and at GE's corporate headquarters in Fairfield, Conn. (1985-1990). Mr. Chavez began his career with Deloitte in Los Angeles where he earned his CPA. He received a bachelor's degree in history and mathematics from the University of Texas at El Paso and went on to earn his MBA from the Stanford University Graduate School of Business.



## **Juan Devis, Senior Vice President, Content, Development and Production**

Juan Devis, an award-winning producer, filmmaker and artist, whose work crosses multiple platforms, is Senior Vice President, Content, Development and Production. Regardless of the medium, his work is often produced collaboratively allowing for a greater exchange of ideas in the production of media and art. For more than a decade, Mr. Devis has worked with a number of non-profit organizations and media arts institutions in Los Angeles serving as producer, director, educator and board member.

Mr. Devis develops strategic partnerships with funders, organizations and independent production houses to ensure a new slate of content, securing funds and maintaining an editorial vision and cohesiveness for the organization's mission. Mr. Devis has also charted the station's award-winning arts and culture initiative, *Artbound*, consisting of a television series, an online networked cultural hub and the creation of programmatic partnerships with cultural institutions in Los Angeles. In addition to the Emmy® award-winning *Artbound*, Mr. Devis has spearheaded a new slate of series that are either in production or development, including *Artbound Presents: Studio A*, *Border Blaster* and the Japan Prize-winning online local documentary series *Departures*, among others.



## **Ariel Carpenter, Vice President, Communications**

Ariel Carpenter is Vice President of Communications for KCETLink where she oversees media and community relations, on-air promotions, advertising and corporate communications. Ms. Carpenter has been instrumental in helping reposition the company as an independent media organization. In addition to handling major corporate announcements, she has orchestrated numerous marketing campaigns supporting the new direction of the company.

Previously, Ms. Carpenter was the director of Public Relations for the University of Southern California where she oversaw PR activities for the university and cultivated angles for promoting select USC initiatives in national media outlets, and shepherded social media efforts university wide. Ms. Carpenter also has served as Senior Vice President for the Digital Media & Technology division of MPRM Communications where she developed corporate and consumer public relations strategies for established and start-up companies defining new ways to consume, create and distribute content.

Ms. Carpenter has received two First Place Awards of Excellence from the Publicity Club of Los Angeles and the Greater Los Angeles Press Club; as well as a Sigma Delta Chi award for feature writing. In 2015, she was selected as one of *San Fernando Valley Business Journal's* "Women in Business." Her leadership also has been recognized in *THE Foothills Magazine* and she received two awards from Connect LA for her contributions to the community. Ms. Carpenter received a journalism degree from UNC-Chapel Hill and has completed the Alchemy Plus training program for non-profit management through the Annenberg Foundation.



## **Val Zavala, Vice President, News & Public Affairs and Executive Producer and Anchor of SoCal Connected**

Val Zavala is the Executive Producer of *SoCal Connected* and the program's anchor since its debut in 2008 and serves as the Vice President of News & Public Affairs for KCETLink.

Prior to *SoCal Connected*, Ms. 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 specials, including *Bracing for a Quake: A Survival Guide* and Emmy® nominated *The Edible Garden: Breaking Ground*.

The recent recipient of the prestigious Bill Stout Memorial Award for Excellence in Broadcast Journalism, Ms. Zavala has garnered more than 15 L.A. Area Emmy® Awards and eight Golden Mikes. Ms. Zavala is an active community leader; she was honored by Hispanic Americans for Fairness in Media and named one of the 100 most influential Latinos by *Hispanic Business* magazine.

Prior to joining KCETLink in 1987, Ms. 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. Ms. 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. She serves on the boards of Mount St. Mary's College and the Alzheimer's Association, Southland Chapter.