



EXECUTIVE LEADERSHIP

Dolores Sukhdeo (20+ Years of Local Public Media Service) **President & Chief Executive Officer**

- In 1998, Dolores joined WPBT2 as Vice President for Facilities Services; promoted to Station Manager in 2002 and to Executive Vice President and COO in 2003.
- Dolores began her television career in 1990 at Disney/ABC News - Worldwide Television News in New York, where she worked her way through the ranks from Sales Assistant to Regional Executive for the U.S. & Latin America.
- Current Chair of Florida Public Media, a statewide consortium of Florida public television and radio stations.
- Immediate Past President of the International Women's Forum (IWF) Florida.
- BA in Spanish Literature, Columbia University; MBA, University of Miami.

Jeff Huff (40+ Years of Local Public Media Service) **Chief Operating Officer**

- Beginning in 1976, Jeff has held several positions at WPBT2.
- Jeff initiated the first nationally recognized business news graphic system as a charter member of the *Nightly Business Report* and served as Creative Executive for NBR which aired nationally for more than 30 years.
- Jeff created the on-air, print and digital identity of WPBT2/South Florida PBS and was one of the first to pioneer virtual sets for local and national productions.
- Two undergraduate degrees at LaRoche University in Pittsburgh and a Master of Fine Arts degree from Rochester Institute of Technology.
- Received Silver Circle Award for lifetime achievement by the Suncoast Chapter of NATAS.

Pamela Olmo **Chief Financial Officer**

- Pamela leads all financial and fiscal management aspects of South Florida PBS, with overall responsibility for all accounting and administrative operations.
- With over 15 years of non-profit financial management experience, Pamela's area of expertise is in streamlining operations and implementing productivity improvements.
- Pamela began working in the non-profit arena for the National Parkinson Foundation (NPF) in 2002, initially as Controller and then CFO. Following NPF, Pamela served as CFO for The Miami Foundation for four years.

- Pamela’s career began in the private sector for over 20 years, working at Coulter Electronics/ Beckman Coulter and TracFone Wireless.
- Bachelor’s degree in Accounting from Florida International University; MBA from the University of Miami; CPA in the State of Florida.

Bill Scott

Executive Vice President (8+ Years of Local Public Media Service)

- Nearly 50 years’ experience in television, cable, radio, multi-media technologies, education and journalism.
- Former President and CEO, The Travel Channel.
- Past President, PAX Television Network (now ION Media).
- Past Director, Paxson Communications.
- Former Executive Vice President, Group W Television.
- Past President and COO, American Broadcasting Company (ABC)/ Westinghouse Broadcasting, a Joint Venture.
- Former Senior Vice President, Group W Radio.
- Former Vice President/General Manager WINS Radio, 1st successful all-news radio station in America.
- Former Visiting Distinguished Professor of Broadcast Journalist and Media, Florida Atlantic University, Boca Raton, Florida
- Senior Fellow, Gannett Urban Journalism Center-Northwestern University Medill School, Chicago
- Vice Chairman United Press International Broadcast Advisory Board
- Designed Associated Press Radio News service
- Treasurer, National News Council
- Guest lecturer: Harvard Business School Advanced Management Program Stanford University, Journalism, Columbia University Graduate School of Journalism
- Honored by Council of Churches for promoting community understanding and Interracial programs
- Edward R. Murrow and Robert F. Kennedy Documentary Awards
- Four-time winner, Radio TV News Association (RTNDA) News and Editorial Awards (Radio)
- Five-time winner New York State AP and UPI News Investigative and Editorial Awards (Radio)
- Director, William Benton Foundation, owner of Encyclopedia Britannica and Merriam-Webster
- Established national Broadcast News Network Canadian Press/Broadcast News
- Executive committee, Advanced Television Systems Committee Director, Radio Press International, news service for 300 radio stations across U.S., Canada and Australia
- Member five- person “Blue Ribbon” panel in Jimmy Carter administration to evaluate worldwide operations of Voice of America

Sandra K. Baker

Managing Director-Development

- In FY 2018-19, the Development department nearly doubled their fundraising goal.

- Since 2001, Sandra has led a fundraising consulting firm in South Florida with clients including the United Ways Dade/Broward County, Boys & Girls Clubs Dade/Broward, and Barry University.
- Former senior development executive responsible for building and administering advancement programs for Vanderbilt University Medical Center for nearly 14 years.
- Sandra began her fundraising career managing development programs for Second Harvest Food Bank of Middle Tennessee.
- Past president and board member of the Children's Bereavement Center of South Florida.

Scott Michaeloff

Managing Director-Business Development

- Creates, implements, and manages strategies and goals for a comprehensive sales and underwriting plan for South Florida PBS, Comtel, and the Health Channel.
- Leads efforts to identify, develop, and sign partnerships that drive new business revenue and business opportunities.
- Negotiates complex transactions, including content licensing, technology integration, and development and sponsorship agreements.
- Former President North America of Vidicom Public Relations.
- Former Senior Vice President/Executive Producer of Medialink (Synaptic Digital Communications).
- Former Vice President, North American Regional Executive of ABC News (WTN News Agency or APTN).
- Past Post-Production Manager for Showtime/The Movie Channel.

Gene Talley (30+ of Local Public Media Service)

Senior Vice President-Technology

- Responsible for the planning, organization and implementation of operational and engineering policies and strategies as they relate to television operations, government compliance, transmission, information management systems, program operations, infrastructure and facilities.
- Over 30 years of broadcast engineering and telecommunications experience.
- Predominantly in public media, Gene is an industry veteran and leader with wide-ranging knowledge of the broadcast industry, with extensive experience in television operations, production and technical management, and has been integral to WPBT's growth and success since joining the organization in 1988.
- Previous positions held at WPBT include VP- Engineering and Operations, Director of Engineering, Manager Technical Maintenance, as well as several other technical positions since beginning his career in public media in September 1988.

Jeneissy Azcuy

Vice President-Marketing & Communications

- Manages a team who develops and oversees the implementation of communications, brand management, promotional campaigns and station relations for South Florida PBS programming and services through traditional methods, social media, and digital marketing.

- Develops strong community partnerships and conducts community outreach events which further the mission of South Florida PBS.
- Prior to being promoted to Vice President, Jeneissy was hired in 2015 as Director of Communications.
- BS in English Education, Florida International University; Master's in Communications, Barry University.
- 1998 Miami Dade County Public Schools Region VI Teacher of the Year Finalist
- Past Secretary, Doral Parks & Police 4 Kids Foundation and past member of WLRN's Community Advisory Board; represented Board Member Susie Castillo in the Miami Dade County Public Schools ABC Committee.

Joyce Belloise (25+ Years of Local Public Media Service)

Vice President-Content & Community Partnerships

- Manages a team of producers, videographers, editors, and interactive staff, who are passionate about serving the community through meaningful, educational content that celebrates the diversity of South Florida.
- From compelling documentaries to innovative kids programming and cutting-edge Next Gen content, Joyce oversees a dozen original South Florida PBS productions, as well as several co-productions each year with local filmmakers.
- Joyce joined WPBT2's production team in 1994; promoted to Executive Producer in 2012 and to Managing Director of Content in 2015.
- Garnered eight regional Emmy awards, as well as six Telly Awards, three National Communicator Awards, and a Louis Wolfson Film & Television Award.
- BA in Communications, Barry University, 1993.
- Recently completed three terms serving on the Board of the Suncoast Chapter of the National Academy of Television Arts & Sciences.

Tarnesha Strowbridge (20+ Years of Local Public Media Service)

Vice President-Membership

- Responsible for developing and executing strategies for fundraising activities, on-air; online; direct mail; individual giving and tele fundraising to achieve performance goals and objectives.
- Initiated the endeavor in understanding WXEL's CRM system prior to the merger to better understand the overall membership process.
- After the WPBT/WXEL merger, Tarnesha led the database conversion and was instrumental in creating and maintaining best business practice rules for the organization.
- In 1996, Tarnesha joined the organization as a Viewer Services Representative. She was promoted to Member/Viewer Services Supervisor in 1999; to Member/Viewer Services Manager in 2004; and to Director of Membership in 2018.

Peggy Socias (30+ Years of Local Public Media Service)

Executive Assistant to President & CEO; Corporate Secretary

- Joined WPBT2 in 1988, working in a variety of positions including Administrative Assistant, Marketing Assistant, and Manager of Major Gifts.
- Provides executive, administrative, and development support to the CEO as a member of the Senior Leadership Team.

- Serves as the CEO's liaison to the Board of Directors and senior management teams; organizes and coordinates executive outreach and external relations efforts; and oversees special projects.
- Manages Board activities, which include coordinating Board meetings, new Board member orientations, Executive, Budget & Finance, Nominating & Governance, and Audit Committee meetings both on and off site to support the CEO's agenda.
- Serves as the primary point of contact for internal and external constituencies on all matters pertaining to the CEO office.

Penny Bernath (*10+ Years of Local Public Media Service*)

Education Director

- Responsible for the strategic development of sustainable educational programming and outreach, on multiple platforms, that responds to and supports the needs of children, parents, and teachers.
- Supports funding efforts and seeks partnerships for South Florida PBS educational content, while directing implementation and evaluation of those services.
- Penny's career began at Nova Southeastern University where she held several positions over a span of 20 years including Teacher, Administrator, Professor, and Professional Development Specialist.
- 2016 Academics' Choice Award-Smart Media-KidVision PreK; 2010 Broward Association for the Education of Young Children-Outstanding Member; 2010 Public Broadcasting Service-Innovation of the Year-KidVision PreK.
- 2017 Education Specialist, Nova Southeastern University; 2002 MS-PreK/Primary Education, NSU; 1997 BS-Elementary Education, NSU.