



FOR IMMEDIATE RELEASE

**UNC-TV ANNOUNCES STRATEGY FOR EXECUTIVE DIRECTOR/GENERAL MANAGER SEARCH
UNC System Vet Kevin FitzGerald To Take Interim Reins January 25, 2019**

RESEARCH TRIANGLE PARK, NC, 12/21/2018 — UNC-TV Public Media North Carolina and the University of North Carolina System Office announced Friday, December 21, that Kevin FitzGerald has been named interim general manager for the statewide public media network effective January 25. FitzGerald will assume the position from current interim general manager Steve Hammel, who retired in July from a similar position with Capitol Broadcasting in Raleigh and will return to his preplanned retirement. Hammel had committed to serve three months to help UNC-TV with management duties following the resignation of Brian Sickora as executive director and general manager.

UNC-TV also launched a website dedicated to the search for its next leader at unctv.org/gmsearch. The site serves as an information hub for members of the UNC-TV Public Media North Carolina Executive Director/General Manager Search Committee, as well as staff and the public, to learn about the search process. UNC System President Margaret Spellings and UNC-TV Board of Trustees Chair Eric Teal have formed an 18-member search committee tasked with locating a candidate for the position of executive director and general manager of UNC-TV.

“This committee is composed of a group of highly respected state and national leaders in public education, the arts, business and media,” said President Spellings. “I am thankful to those who have agreed to help locate the right candidate for this very important role.”

“UNC-TV is an important asset to our state with a deep and talented staff,” said Teal. “This will be an important leadership decision that our Committee is excited to take part in. We are delighted with the makeup and talents of this group, and we confidently anticipate a thorough and straightforward search.”

Additionally, UNC-TV and the UNC Board of Governors have retained Livingston Associates, a leading public media executive recruiting firm, to coordinate and conduct the national search for UNC-TV’s permanent executive director and general manager. After an anticipated six-month process, three of the applicants will be referred to the UNC System president for review with the president recommending a lead candidate to the UNC Board of Governors, which holds the network’s FCC license. According to Teal, “I have confidence that we will complete our work in a timely fashion and have a new leader in place on or about July 2019.”

UNC-TV’s incoming interim general manager is no stranger to UNC-TV. As UNC’s senior vice president and chief of staff to Presidents Tom Ross and Spellings, FitzGerald was part of the transition team following the retirement of longtime UNC-TV General Manager Tom Howe. In that time, FitzGerald helped UNC-TV evaluate its existing operational structure and needs, assisted in creating a strategic roadmap for navigating its future and leveraged its position within the University of North Carolina and the PBS systems more clearly and intentionally than previously.



"I look forward to returning to work with the dedicated staff at UNC-TV and am excited about this opportunity to once again serve the people of North Carolina and help ensure that quality entertainment and critical services are reliably delivered to our state," FitzGerald said.

As a veteran of several senior leadership roles within the University of North Carolina System, from which he formally retired in 2016, FitzGerald has also worked at UNC-Chapel Hill, where he was the founding director of the Center for Public Technology at the School of Government, special assistant to the chancellor for Government Affairs and vice dean for Finance and Administration and chief of staff at the UNC School of Medicine and UNC Health Care. Earlier this year he served as interim program director of the North Carolina Area Health Education Centers (AHEC).

While at UNC Health Care, FitzGerald was, "...instrumental in building relations with the state legislature. His major achievements include securing state funding for the NC Cancer Hospital and for the Imaging Research Building," said incoming UNC Interim President Dr. Bill Roper.

ABOUT UNC-TV PUBLIC MEDIA NORTH CAROLINA

On air, online and in person, UNC-TV Public Media North Carolina connects North Carolinians to each other, the world and endless possibilities. Through its unique partnership of public investment and private support, the statewide network includes in-person engagement, digital-first social and online content delivery, and four over-the-air channels—UNC-TV PBS & More, the North Carolina Channel, Rootle 24/7 PBS KIDS and the Explorer Channel. Additionally, it provides emergency services support for the state and free educational services and resources for teachers. Visit unctv.org and join the conversation by connecting at facebook.com/publicmediaNC, instagram.com/publicmediaNC and [@publicmediaNC](https://twitter.com/publicmediaNC) on Twitter.

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