



EDUCATIONAL COMMUNICATIONS BOARD MEETING

ECB Board Room

3319 West Beltline Highway

Madison, Wisconsin

July 13, 2018

9:30 a.m.

EXECUTIVE DIRECTOR REPORT

Gene Purcell

Time flies.

It was just over 12 years ago that I began work at the Educational Communications Board and in many ways, it seems as though my work is just beginning.

I was hired at the ECB as its Deputy Director during a critical time in the life of the agency – the first digital transition for television was underway, but not quite completed; the FCC was just about to open up new opportunities to apply for non-commercial radio broadcast licenses; and the move of instructional educational media from broadcast to online was accelerating. The FCC spectrum auction and repack hadn't even been thought of yet.

After being selected by the Board as the Executive Director, I learned the ins and outs being responsible to a Board of Directors, how to lead a state agency and the intricacies of operating WPR and WPT within a partnership.

Since 2006, the ECB has changed substantially and yet our mission to deliver educational and non-commercial media to the state remains constant. Twelve years in the life of any organization has ebbs and flows and the ECB is no exception; there have been many accomplishments and some disappointments, but always the overriding sense of mission to serve the state of Wisconsin.

As I prepare to leave this job at the end of the month and move to the UW side of the WPR/WPT partnership, I'd like to thank the Board of Directors for hiring me in 2008 and for your support of the agency's work.

I'd also like to thank the staff at the ECB.

It's a cliché, but it's true; nothing at the ECB happens without your hard work. You are all integral to the success of the ECB, WPR and WPT.

I wish all of you the best and look forward to continuing to work with you in my new position.