



**PBS**  
**45 & 49**

1750 Campus  
Center Drive

P. O. Box 5191

Kent, Ohio

44240-5191

**Phone**  
(330) 677-4549

**Fax**  
(330) 678-0688

**Web Site**  
[www.pbs4549.org](http://www.pbs4549.org)

# News Release

**CONTACT:**

Lisa Martinez, VP, Marketing & Development  
(330) 677-4549 / [martinez@wneo.pbs.org](mailto:martinez@wneo.pbs.org)

**FOR IMMEDIATE RELEASE**

Tuesday, Jan. 10, 2006

## **Public TV's William Baker to speak on "State of American Television" at Canton Forum luncheon**

*Baker is CEO of WNET New York, the nation's flagship PBS station, and the one-time Cleveland station exec who created **Morning Exchange***

KENT, Ohio — William F. Baker, Ph.D., chief executive officer of Thirteen/WNET New York and former Cleveland television station executive, will be the guest speaker at the Canton Forum luncheon on Wednesday, Jan. 25 at 11:45 a.m. at Marriott McKinley Grand Hotel, 320 Market Ave S. in downtown Canton.

Tickets for this Canton Forum luncheon are \$25 and can be ordered through the Canton Regional Chamber of Commerce Reservation Hotline at (330) 458-2099 or online at [www.cantonchamber.org](http://www.cantonchamber.org). Tickets must be purchased by Jan. 20.

In his speech, "The State of American Television," Baker will draw upon his more than 40 years in the broadcast industry to share insights featured in a book he co-authored, titled *Down the Tube: An Inside Account of the Failure of American Television*. Baker will review the enormous changes taking place in American media in the first decade of the 21st century, exploring the role that new technologies are playing and the potential for new kinds of media experiences. He will also reflect on the many problems of the way media is functioning in our lives today, and he will consider the place and contribution of public television in this increasingly challenging environment.

Baker has taken a lead role in helping to shape American broadcasting in both the commercial and public sectors. As an author, lecturer and recipient of many honors

-more-

*Baker to speak at Canton Forum, Add One*

and awards, he is a sought-after expert in the field and a well-known advocate for the educational potential of television.

Baker's impressive 40-year career in broadcasting includes 13 years in the Cleveland market. During his tenure at WEWS/Channel 5 (1971-78), he served as the creator and executive producer of **Morning Exchange**, which became the most successful local program in the country and was the prototype for ABC's **Good Morning America**. Later, he was promoted to program director and assistant general manager at WEWS before moving on to Baltimore's WJZ-TV.

Among Baker's other achievements in television, he was involved with the launch of the Discovery Channel and the Disney Channel and first introduced Oprah Winfrey as a talk show host.

**ABOUT WILLIAM F. BAKER. Ph.D.**

Dr. William F. Baker is chief executive officer of Educational Broadcasting Corporation (EBC), licensee of Thirteen/WNET and WLIW21 New York. Thirteen/WNET is the flagship public broadcasting station, the premier national public television program producer and the most-watched public television station in the United States. It is also the largest producer of cultural and arts programming in America. WLIW21 is the fourth most-watched public television station in America and a major producer and presenter of public television programming seen nationwide.

Baker has been head of EBC since 1987. During his tenure the station has grown and prospered, creating new program standards such as **Charlie Rose**, **City Arts** and **Religion and Ethics NewsWeekly**. He established the Educational Resources Center, which has become America's most prolific teacher trainer in multimedia techniques, and developed Thirteen's first cable channel, MetroArts/Thirteen. He also helped stabilize the finances of the station by instituting the largest endowment in public television history, and oversaw the station's transition to digital broadcasting and its historic merger with WLIW21.

His career spans four decades. Prior to assuming his position at Thirteen, Baker was president of Westinghouse Television and chairman of the cable and programming companies. During his 10 years at

*Baker to speak at Canton Forum, Add Two*

Westinghouse, five cable networks were launched, including Discovery Channel and the Disney Channel. He established the successful national program **PM Magazine** and introduced Oprah Winfrey as a talk show host.

Baker has been honored by the National Academy of Television Arts & Sciences with its national Trustee's Emmy Award. He has won six Emmys as a television producer, two Alfred I. duPont-Columbia University Awards in Television and Radio Journalism — the broadcast equivalent of the Pulitzer Prize — and the Gabriel Award, among many others. In 2004, he was inducted into Broadcasting & Cable's Hall of Fame, and in 2005 was inducted into the New York State Broadcasters Association Hall of Fame and elected a fellow of the American Academy of Arts & Sciences.

Baker is the executive producer of **The Face: Jesus in Art**, a landmark documentary film that traces the image of Jesus Christ in art around the world and across two millennia. **The Face** premiered nationwide on public television in April 2001 and in a limited theatrical release. The film won an Emmy award for Outstanding Single Camera Photography.

Baker is the author of *Down the Tube: An Insider Account of the Failure of American Television* (Basic Books, 1998) and *Lighthouse Island: Our Family Escape* (Ruder Finn Press, 2004).

Baker serves on the boards of the Public Broadcasting Service, Rodale Press, Freedom Communications, Inc., Intrepid Sea, Air & Space Museum and Consumers Union. He is also on the Advisory Board of the National Park System.

Baker holds B.A., M.A. and Ph.D. degrees from Case Western Reserve University and five honorary doctorates. His interests include astronomy, horology and polar science; he is believed to be one of only a few people to have stood on both the North and South Poles.

###