

June 29, 2016
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**Pittsburgh Community Broadcasting Corporation
Names C.E.O.**

Media Executive Terry O'Reilly to Return to Pittsburgh to Lead PCBC

Pittsburgh, PA, June 29, 2016 — Longtime media executive **Terry O'Reilly** has been named CEO of **Pittsburgh Community Broadcasting Corporation**, owner of the FM radio stations 91.3 WYEP and 90.5 WESA. A veteran of commercial, entrepreneurial and public media, he will join PCBC on August 1, 2016.

Mr. O'Reilly's appointment follows the recent consolidation of WESA and WYEP governance into a single public media entity positioned for continued growth in broadcast audience, digital distribution, and community engagement. WYEP and WESA are Pittsburgh's only independent public radio stations covering the adult album alternative (AAA) music format and NPR news and information.

"We are excited that Terry will lead the team we've built at Pittsburgh Community Broadcasting Corporation," said **Harris Jones**, President of the Board of PCBC. "His experience and expertise will help accelerate our efforts to deliver high-quality global, national and local music, news, information and cultural programming that is engaging, relevant and inspiring. His diverse background also serves us well as we extend our strong broadcast brands across digital media and other emerging platforms."

A multiple award-winning producer, journalist and executive, Mr. O'Reilly has more than four decades of media experience. He comes to PCBC from Minneapolis, where he served most recently as Senior Vice President and Chief Content Officer for Twin Cities PBS, one of America's most innovative and influential public media institutions. There he led creation and distribution of public television programming for the Minneapolis and St. Paul communities, and also the creation of award-winning primetime and children's programming for the national PBS system. During Mr. O'Reilly's tenure at Twin Cities PBS it was the highest-rated local public television service in the United States for three years running, and he was recognized with more than two dozen national and regional Emmy® Awards.

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Prior to joining Twin Cities PBS in 2009, Mr. O'Reilly spent three decades in the commercial television industry, with experience in senior positions at two national cable TV networks (ReelzChannel and The Weather Channel), along with involvement in a pair of entrepreneurial media startups. He has deep experience in local and network broadcast journalism, including service as a senior executive at Worldwide Television News Corporation (a division of ABC News). He also spent a decade working with Westinghouse Broadcasting Company, including three years at Pittsburgh's own KDKA-TV in the 1980s.

"It's an honor to join WYEP and WESA, the two leading public radio stations in my hometown of Pittsburgh," said Mr. O'Reilly. "The media industry is at a critical inflection point, and public radio is well positioned to thrive by focusing on what it does best: allowing each of us the opportunity to hear, listen, learn and participate. Pittsburgh's public radio stations remain remarkably strong, with growing audiences, in this changing media environment," he added. "Whether it's music or news, I believe public media in Pittsburgh are poised to transform the media landscape as an authentic voice that connects the community through unique and compelling content."

Mr. O'Reilly received a B.A. In American Studies at the University of Notre Dame and completed executive programs at the Harvard University Graduate School of Business, the University of Chicago's Booth Graduate School of Business and the University of Pennsylvania's Wharton School of Business. Mr. O'Reilly is a Trustee of the National Academy of Television Arts and Sciences (the Emmy® Awards organization), and is also a voting member of the British Academy of Television Arts and Sciences (BAFTA).

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Terry O'Reilly. Photo by Jeff Swenson.

Pittsburgh Community Broadcasting Corp. is the owner of 91.3 WYEP and 90.5 WESA, two established, distinctive, and independent public media brands in Pittsburgh.

91.3 WYEP serves Western PA through musical discovery, expression, and education--on the air, online and in the community. WYEP's music mix is curated by passionate and dedicated music lovers who deliver a listening experience spanning a broad range of genres and styles. WYEP produces free concerts with local and national artists and provides area youth with opportunities to experience music through education programs.

90.5 WESA, Pittsburgh's NPR news station, serves Western PA with local and regional news and with programs from National Public Radio, Public Radio International and the BBC. It produces original news, journalism and content programming, and has collaborative content partnerships with The Allegheny Front, Public Source, Statewide Impact and Keystone Crossroads. In addition to 90.5 FM in Pittsburgh, WESA may be heard on 92.3 FM in New Baltimore, 100.5 FM in Johnstown, 104.1 FM in Ligonier and Somerset, and online at wesa.fm

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