

To the PRPD membership and board of directors,

After spending a career as a commercial radio programmer in multiple formats with an emphasis on classical, I have enjoyed the last 8 years as the President of listener-supported Classical KDFC in San Francisco, and as Vice President of the USC Radio Group which includes LA's Classical KUSC, the most-listened-to classical station in America. I've been on the PRPD board for 4 years, the last 2 on the executive committee. While public radio news has a more important role to play in our society than ever, music and the arts are extremely important as part of the balance in life providing respite from the news, and inspiration from the beauty humanity has produced. I believe the PRPD board also needs the balance of news and music content perspectives, and that is a voice I enjoy adding to the discussions and strategy decisions. I have the experience of extensive commercial and public radio programming combined with a general manager's responsibility for a station's success and its important role in its community. Public Radio is powerful and impactful, and has great days ahead to help make the world a better place.

Thank you for your consideration,

Bill Lueth