



Team Biography

Television that works

Advisory Board:



George L. Miles, Jr. **Advisor**

George L. Miles, Jr. is president and chief executive officer of WQED Pittsburgh, the public broadcaster for southwestern Pennsylvania. WQED Pittsburgh is the parent company of

WQED 13/WQEX 16, WQED-FM 89.3, WQJF-FM 89.7/Johnstown, and PITTSBURGH magazine. WQED Pittsburgh's five decades of excellence in television production includes national PBS programs like Doo Wop 50, the most successful fund raising special in PBS history; Doo Wop 51, Rock, Rhythm and Doo Wop; and Rhythm and Blues 40. Mr. Miles arrived in Pittsburgh in September 1994 as President and Chief Executive Officer. From 1984 to 1994, Mr. Miles was Executive Vice President and Chief Operating Officer of WNET/Thirteen in New York, where he was directly responsible for day-to-day operations of the PBS flagship station. Mr. Miles is a Certified Public Accountant (CPA), earned a B.A. in accounting from Seton Hall University, and an MBA from Fairleigh Dickinson University. Mr. Miles is on the Board of Directors of the Public Broadcasting Service (PBS) and serves on the PBS Nominating Committee



Howard Horowitz **Advisor**

Howard Horowitz, President of Horowitz Associates, Inc., is a renowned specialist in the marketing of television, computer and Internet services to consumers.

His work has helped shape and advance the standard for success in marketing cable television and home entertainment services. A political scientist by training and market researcher by profession, Mr. Horowitz has served as advisor to many of the major media companies. His most recent work has focused on trade and consumer research in the areas of digital, cable services, high-speed Internet access and Web-site evaluation. His work has helped shape and advance the standard for success in marketing cable television and home entertainment services. Mr. Horowitz has a B.A. in Psychology as well as a M.A. in Political Science.



Robert L. Townsend, **Advisor**

Mr. Townsend is a cable TV veteran and pioneer, and is widely known in all corners of the industry. He has to his credit an impressive string of accomplishments as an entrepreneur, operator, marketer and

innovator for some of the best-known companies in the business. Most recently, Mr. Townsend helped found a new digital cable channel, New Urban Entertainment TV (NUE-TV), which features programming for the urban market. He led the entire project, including developing the initial vision, assembling the senior management team, raising capital, negotiating over \$100 million of content deals and activating national service in 120 days. Mr. Townsend was President of Bell Atlantic Video Services and Stargazer, a Bell Atlantic company. These divisions pioneered digital and interactive initiatives in the TV industry. Stargazer was the first-ever pilot of video-on-demand. As Senior Vice-President for Business Development and Marketing of Home Shopping Network, Mr. Townsend shepherded its growth from \$350 million to more than \$1 billion in annual sales, led the development of new business and technical strategies, and helped engineer the spin-off of a successful venture for interactive video. As Vice President of Sales, Marketing, and Programming for NYT Cable, the cable television business owned by the New York Times, he was responsible for building the business from the ground up. Before cable TV existed, Mr. Townsend worked in brand marketing, including ten years as brand management executive at Johnson & Johnson. One of his brands was Dental Floss for which he increased operating profit from 5% to 47% in four years. He took another of his brands, Reach Toothbrush, from introduction to market leader in 18 months.