

The Applicant and its Governing Board

The applicant, Lehigh Valley Public Telecommunications Corporation (LVPTC), is a Pennsylvania nonprofit corporation organized in Bethlehem, Pennsylvania and was established in 1963 in connection with the original FCC application for its existing noncommercial educational television station WLVT-TV, Bethlehem, Pennsylvania. LVPTC's mission is to act as the catalyst to promote civic engagement, and fulfill the regional needs of the Greater Lehigh Valley through its dynamic communication platforms and resources. Its goals include establishing its station as highly visible local arts, cultural, educational, news, and community information media hubs, offering unique services to the Greater Lehigh Valley, and expanding its spheres of influence through community alliances and collaborations.

By this application, LVPTC seeks to acquire the FCC license for WYBE(TV), Philadelphia, Pennsylvania from its current licensee, Independence Public Media of Philadelphia, Inc. As an existing noncommercial educational broadcast licensee in the region, LVPTC's governing Board of Directors is broadly representative of the educational, cultural and civic elements of the principal community served by WYBE(TV) in eastern Pennsylvania and western New Jersey. Seventeen (17) of the eighteen (18) LVPTC board members reside within the WYBE(TV) viewing area. As demonstrated below, these board members include individuals with an array of leadership roles and connections with business, cultural, civic, governmental, religious and other organizations in the WYBE(TV) service areas.

As a whole, these individuals are broadly representative of the various community elements of the station's service area, including business, education, charities, civic organizations, culture, government, minority and ethnic groups, organizations for youth, religions, and various local business and professions.¹ Specifically, and in accordance with FCC Form 340 Worksheet # 2 regarding a Representative TV Governing Board, the applicant's governing board members represent at least four (and in fact, several more) different community elements, such as: **Business** (Willard – Olympus Corporations of the Americas, VP, Marketing; Longenderfer – Lutron Electronics, Inc., CEO; Olson – ESSA Bank & Trust, CEO; Topper – Dunne Manning, Inc., President/CEO; Musselman – Musselman Advertising, Inc.); **Civic, Neighborhood and Fraternal Organizations** (Gambet – Minsi Trails Council of the Boy Scouts Executive Board; Topper – Board of Trustees for Good Shepherd Rehabilitation Hospital); **Education** (Eureyecko – Northampton Community College Foundation Board of Directors; Olson - ESU Foundation Board and Northampton Community College Foundation Board; Fromuth – Secretary of Education and Superintendent of Schools for the Diocese of Allentown; Kochard – Lehigh University, retired; Snyder - retired Lehigh Carbon Community College President); **Culture** (Willard – ArtsQuest Visual Arts Board/Allentown Symphony Association Jazz Committee); **Government** (Leeson – District Judge of the

¹ Per FCC Form 340, Worksheet # 2, Representative TV Governing Board, which states that for a governing board to be considered "representative" of a community, the board members must represent at least four different elements of the community.

United States District Court; Snyder – Former Pennsylvania State Senator; Willard – Lower Saucon Township, Pennsylvania Council); and **Religion** (Fromuth – Allentown Diocese, Secretary for Education; Gambet – DeSales University, President Emeritus). *See below* for additional information and details.

Lehigh Valley Public Telecommunications Corporation Board of Directors

Dave Willard, *Board Member and Chair*

Residence: Bethlehem, PA

David Willard retired from Olympus Corporation of the Americas in September 2010 after a 31 year career with the company. During his career, Dave held various executive positions in the imaging business, e-commerce, and corporate marketing. Mr. Willard has been an active volunteer in the community also serving on the ArtsQuest Trustees and Visual Arts Board, the Allentown Symphony Association Jazz Committee, and the Via Marathon Planning Committee.

John Longenderfer, *Board Member and Vice Chair*

Residence: Emmaus, PA

John E. Longenderfer is senior advisor and member of the Executive Board of Lutron Electronics, Co. Inc., located in Coopersburg, Pennsylvania, Lutron is the world's leading designer and manufacturer of dimmers, lighting controls and shading systems. Mr. Longenderfer is a member of the Illuminating Engineering Society of North America, serving as co-chair of its International Relationships Committee and past chair of the Papers Committee. He is also a past member of the IES Board of Directors.

Gary Olson, *Board Member and Secretary*

Residence: Stroudsburg, PA

Gary Olson is the president and CEO of ESSA Bank & Trust, a publicly traded company and currently employs over 300 people and operates 28 full service branches in eastern Pennsylvania. Besides his dedication to his profession, Mr. Olson has had a lifelong interest in community service. Currently, Mr. Olson also serves on the ESU Foundation Board and the Northampton Community College Foundation Board, the Board of the Pocono Mountains Economic Development Council and he has served as Trustee for the board of the ESSA Bank & Trust Foundation since 2000.

Steven Thompson, *Board Member and Treasurer*

Residence: Bethlehem, PA

Steven Thompson has spent most of his career in the communications industry working for Western Electric, AT&T, Lucent Technologies, Agere Systems, LSI, and

Verizon Communications. Currently, Steven is with Delane Consulting and Staffing, LLC as the Business Development Manager. Mr. Thompson is a licensed Professional Engineer in Pennsylvania and a certified Project Management Professional. Mr. Thompson is President of the Board of Directors of Bethlehem Area Moravians; serves on the Executive Board of Minsi Trails Council, Boy Scouts of America; and is a member of East Hills Moravian Church, where he has served as a trustee, sacristan, and Church Council President.

John Eureyecko, *Board Member*
Residence: Bethlehem, PA

Mr. John F. Eureyecko serves as President and Chief Executive Officer of Belhaven Capital Group Inc., which owns and operates residential and commercial properties in the Lehigh Valley. He has been a Director of American Bank Incorporated and for its subsidiary, American Bank since May 3, 2005. Mr. Eureyecko also serves as a member of the Moravian Academy Board of Trustees, The Hillside School Finance Committee and American Home Partners Board of Directors. He is the Chairman of the Northampton County Community College Foundation Board and has established the Eureyecko Family Scholarship Fund at the College.

Minga C. Ferencin, *Board Member*
Residence: Hellertown, PA

Minga Ferencin is the now retired owner of Hellertown NAPA Auto Parts.

Dr. Philip J. Fromuth, *Board Member*
Residence: Reading, PA

Dr. Philip Fromuth is the Secretary of Education and Superintendent of Schools for the Diocese of Allentown. In this leadership position, he provides direction and oversight to 43 schools, about 12,000 students and 900 educators. Dr. Fromuth is also on the Board of Directors of the Berks Business Education Coalition, the Board of Associates of Muhlenberg College and Secretary- Treasurer for the International Association of Approved Basketball Officials.

Fr. Daniel G. Gambet, *Board Member*
Residence: Center Valley, PA

Father Gambet was ordained a Catholic priest in 1957. In January of 1978 he was appointed DeSales University President, a post from which he retired in July of 1999. Upon his retirement, Father Gambet was named President Emeritus by the College's Board of Trustees. Currently, Father Gambet is a trustee of the Harry C. Trexler Trust, a member of the Board and Vice Chair of the National Museum of Industrial History; and the Executive Service Corps of the Lehigh Valley; a trustee of Keystone Nazareth

Charitable Foundation, and an Executive Board member of the Minsi Trails Council of the Boy Scouts.

Jan S. Heller, *Board Member*

Residence: Bethlehem, PA

Jan Heller is the President of JS Heller, LLC of Bethlehem and serves as Assistant Treasurer on the board of directors for Lehigh Valley Industrial Park, Inc.

Dale A. Kochard, *Board Member*

Residence: Allentown, PA

Dale Kochard is retired from Lehigh University where he served as the Assistant Vice President of Community and Regional Affairs. Mr. Kochard has been a tireless member of the Bethlehem community for years. Former President of the Bethlehem Area Chamber of Commerce, he has served on the Chamber Foundation Board, the Bethlehem Chamber of Commerce Board, and is the treasurer of the Downtown Bethlehem Association.

Judge Joseph F. Leeson, Jr., *Board Member*

Residence: Bethlehem, PA

Joseph F. Leeson, Jr. is a Federal judge for the United States District Court for the Eastern District of Pennsylvania. Prior to joining the court, he was a founding partner at the law firm of Leeson, Leeson & Leeson.

Lucinda McCarthy, *Board Member*

Residence: Bethlehem, PA

Lucinda McCarthy is a retired PPL Corporation web designer.

Jamie Musselman, *Board Member*

Residence: Saucon Valley, PA

Jamie Musselman is the President of Musselman Advertising, Inc. Ms. Musselman also serves on the Board of Directors of Lafayette Ambassador Bank, the Board of Trustees of the Allentown Art Museum of the Lehigh Valley and Harry C. Trexler Trust, as well as, the Board of Governors of Saucon Valley Country Club.

Gregory Paul, *Board Member*

Residence: Wind Gap, PA

Gregory Paul is a retired C.F. Martin & Co. Chief Technology Officer. Mr. Paul has served as Challenge Grant Technical Reviewer at Ben Franklin Technology Partners of Northeastern Pennsylvania.

Lehigh Valley Public Telecommunications Corporation
FCC Form 340, Section II #3
WYBE Assignment of License

Dr. Donald Snyder, *Board Member*
Residence: Orefield, PA

Dr. Donald Snyder is a retired Lehigh Carbon Community College President and a former Pennsylvania State Senator. Dr. Snyder was named Entrepreneurial President of the Year by the National Association for Community College Entrepreneurship and served as chair of the Pennsylvania Association of Colleges and Universities.

Charles Stinner, *Board Member*
Residence: Schnecksville, PA

Charles G. Stinner is Vice President, Taxes, at Air Products. He is responsible for managing the tax affairs of the company, including tax planning and compliance. Mr. Stinner is a member of the Pennsylvania bar and is involved in several international tax organizations.

Joseph Topper, Jr., *Board Member*
Residence: Bethlehem, PA

Joseph Topper is the President and CEO of Dunne Manning, Inc., of Allentown. Mr. Topper also serves on the board of directors of CST Brands, Inc., Chair of the Board of Trustees for Villanova University.

Susan Yee, *Board Member*
Residence: Bethlehem, PA

Susan Yee is the CEO of Active Data Exchange, Inc. She has served on the Lehigh Valley Health Network Board of Trustees, Union League Broad Street Angels, Lehigh University College of Education Advisory Board, Team PA Board of Directors, Northampton Community College Foundation Board, Executive Committee and Board of Directors of C-SPAN, Lehigh University Board of Trustees, Lafayette Ambassador Bank, PA Cable and Telecommunication Association and numerous other organizations.