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For Immediate Release

## Rebecca Hanson Appointed Next NABA Director-General

Toronto, ON – April 12, 2023 – Borika Vucinic, President of the NABA Board of Directors, is pleased to announce the appointment of Rebecca Hanson as the new Director-General of NABA. Ms. Hanson begins as Director-General designate on April 15<sup>th</sup>, where she will work alongside NABA’s current Director-General Michael McEwen before taking full responsibility on July 1<sup>st</sup>. Mr. McEwen will be retiring this summer.

“As over-the-air broadcasters move to the multi-platform streaming IP world, they remain committed to serving their listeners and viewers in the communities where they live, work and play,” says Ms. Vucinic. “Rebecca understands this unique role in a multimedia world and will work with our members as broadcasting adapts to a rapidly changing environment on the national, regional, and international fronts.”

An experienced broadcast and media executive, Ms. Hanson has managed numerous policy issues before the U.S. Federal Communications Commission (FCC) and Congress relating to broadcast regulation. While SVP of Policy and Strategy at Sinclair Broadcast Group, she advocated for new video technology, fair compensation for cable carriage, and spectrum protection. She also served as General Counsel for HC2 Broadcasting group overseeing the regulation of 250 full- and low-power television stations.

At the FCC, Ms. Hanson served in a variety of roles, beginning with the first U.S. National Broadband Plan in 2009, the related broadcast spectrum auction planning in 2011, and other broadcast policy issues including the transition to ATSC 3.0. She currently serves on the Maryland Public Broadcasting Commission and is on the board of the U.S. NAB Leadership Foundation.

Ms. Hanson will continue to address these issues in her new leadership role at NABA with a solidly forward-looking strategy that includes resisting all forms of encroachment on broadcast spectrum, a continued commitment to broadcasting core values as a public good, and demonstrating other values that broadcasting offers in evolving communications.

“Broadcasters throughout North America are rightfully proud of their service to local communities, and NABA will continue to support that mission among the challenges and opportunities presented by new streaming technologies,” Ms. Hanson says. “But when it comes to regional matters (like spectrum and technology coordination, or equipment markets) and international issues (like spectrum usage at the ITU or copyright protection at WIPO) NABA is best situated to represent broadcasters’ common interests in Canada, Mexico and the U.S. I

am honored to be chosen to lead these efforts and look forward to working with all stakeholders in the months and years ahead.”

The announcement was made after a thorough global search conducted by a third-party organization in coordination with a search committee comprised of NABA Board directors and other key members. NABA’s Board of Directors and staff are excited to work with Ms. Hanson and believe she will be a terrific voice for the organization.

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### **About NABA**

NABA is a non-profit association of the most influential broadcasting organizations in North America committed to advancing the interests of broadcasters at home and internationally, and to identify and take action on technical, operational and regulatory issues affecting North American broadcasters. Both public and private network broadcasters in Canada, Mexico and the United States, work together to provide a common voice for the North American broadcast community. As a member of the World Broadcasting Unions (WBU), NABA creates the opportunity for its members to share information, identify common interests and reach consensus on issues of an international nature. [www.nabanet.com](http://www.nabanet.com) | [@NABA\\_ORG](https://twitter.com/NABA_ORG)

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