



FOR IMMEDIATE RELEASE

Southborough Access Media, Inc. Appoints an Executive Director

*Katelyn Willis Selected to Become Non-Profit Public
Access Programming Corporation's First Executive Director*

Southborough, Mass., January 21, 2014 – Southborough Access Media, Inc. (SAM) today announced that it has appointed its first Executive Director, Katelyn Willis, effective February 3, 2014. SAM is Southborough's new nonprofit public access programming organization and its announcement of an executive director is an important milestone for SAM to be able to create and deliver public access programming in Southborough.

In this senior leadership role, Willis will be responsible for developing and implementing a first-rate public access station in Southborough. She will also be responsible for working with donors, schools, residents and community organizations to bring a wealth of news, entertainment and educational programming to the town's cable systems, the web and mobile devices.

Willis has over a decade's experience in television production and a deep background in public access programming. She has worked in community television in Dedham, Mass.; Waltham, Mass. and Franklin, Mass., among others. Willis has also worked in the Everett, Mass. public school system as a producer. Willis is a *magna cum laude* graduate of Emerson College in Boston, Mass. and resides in Southborough.

"We are extremely pleased to have Katelyn join SAM and look forward to the leadership she will provide," said Warren Palley, president, Southborough Access Media, Inc. "Appointing an executive director was our first order of business in 2014. We cannot think of a more qualified, dedicated and visionary candidate to accelerate our efforts to create a Southborough TV station that people will want to be part of and which is a resource for the entire community.

SAM is funded by fees that are collected by the Town of Southborough from cable systems who pay them in return for the right to operate in the town. These franchise fees are earmarked for public, educational and government (PEG) equipment, facilities and personnel. Any town resident may become part of SAM, use its equipment, training and facilities to produce programming on any topic they are interested in.

"I have an expansive vision for what SAM will achieve," said Willis. "I look forward to working with our current volunteers, SAM's board and everyone in Southborough who is interested in creating, producing and distributing programming. There are many stories in Southborough that can entertain, educate and inform residents. It is my objective to make SAM the medium for the expression of all those stories."

Interested members of the community may visit www.sboromedia.org to learn more or send email to info@sboromedia.org. Town residents may watch televised meetings of the Southborough Board of Selectmen on channel 37 on Verizon's system and on channel 12 on Charter's system. At SAM's website,

visitors can also stream recordings of these meetings and other programs. Please check back at SAM's website often for schedule updates.

About Southborough Access Media, Inc.

Southborough Access Media (SAM) is a 501(c)(3) nonprofit corporation that produces locally-created video programming for the Town of Southborough, Mass. Working with a growing community of donors, volunteers, students and community organizations, SAM gives town residents the opportunity to participate in media, enhancing public discourse and improving education. Anyone in Southborough with an idea for content and/or a desire to work with the latest media technologies is welcome to join. Contact SAM at info@sboromedia.org or visit its website at www.sboromedia.org.

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