

**RESOLUTION
PUBLIC SESSION
BOARD OF DIRECTORS
CORPORATION FOR PUBLIC BROADCASTING
WASHINGTON, D.C.
Tuesday, June 14, 2022
*unanimously***

Resolved,

That the Board of Directors
of the
Corporation for Public Broadcasting
Expresses its Heartfelt Condolences
to the Family and Friends of

David Liroff

Senior Vice President, Media Strategy and System Relations,
Corporation for Public Broadcasting, 2007-2009

Broadcast Manager, Television station Manager, Vice President and Chief Technology Officer,
WGBH, 1978-2007

We will long remember with gratitude David's contributions to public media, as a visionary leader in a range of areas including production, strategy and technology.

In his 28-year career at WGBH, David was responsible for both local programming and national productions such as *This Old House*, *The Victory Garden*, and *The New Yankee Workshop*. He launched the GBH Media Library and Archives, which later expanded with the American Archive of Public Broadcasting. He created and managed the Audience Research department and oversaw WGBH's transition to digital production and broadcasting,

As senior vice president of media strategy and system development at CPB, David was a pioneer in using audience research to make data-driven improvements in programming, and he was passionate about thinking about new ways technology could improve programming.

His keen intellect and passion for public broadcasting's mission made him an inspiring leader in the industry.

We offer our deepest condolences to David's family, friends and former colleagues at GBH.