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Wisconsin Educational Communications Board (ECB) names new executive director

MADISON, Wis. – Marta Snarr Bechtol has been named executive director of the Wisconsin Educational Communications Board (ECB), following a national search.

In congratulating Bechtol, Dr. Rolf Wegenke, ECB board chair, stated that the board was most impressed by her commitment to ECB's mission. Bechtol responded, "having worked at ECB for 14 years, most recently as deputy executive director, I find it a joy to work with a highly qualified and talented staff and with ECB's partners and constituencies. Having been a former classroom teacher myself, I am passionate about providing media resources to Wisconsin's K-12 students and teachers."

Bechtol declared that she is looking forward to the challenges of leading the state agency during a time of great change in the broadcast industry, "I am honored to serve the people of Wisconsin at ECB. Wisconsin has always been a pioneer in public broadcasting and that will continue."

Bechtol is an alumna of the University of Utah and California Polytechnic State University-San Luis Obispo and is currently enrolled in the Executive Master of Business Administration program at the University of Wisconsin-Madison. Prior to ECB she worked as an educator in California, Alaska, and Kansas.

About the Wisconsin Educational Communications Board (ECB)

The ECB is a state agency that distributes public broadcasting programming across Wisconsin in partnership with the University of Wisconsin-Madison. ECB owns the majority of broadcasting licenses for Wisconsin Public Radio and Wisconsin Public Television. ECB builds, maintains, and operates public radio and television transmission facilities as well as Wisconsin NOAA weather radio transmitters and is designated as the state's relay for the Emergency Alert System (EAS) and for Amber Alerts.

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