

2010 ALUMNI FELLOW

Donald K. Boswell

Donald K. Boswell '75 H&HD, '77g Edu is president and CEO of Western New York Public Broadcasting Association (WNED) in Buffalo, NY. He has managed the WNED public broadcasting operations since January 1998.

Boswell held previous positions with North Texas Public Broadcasting Inc. in Dallas, KCTS in Seattle, and WVIA in Pittston, Pa.

Boswell has been instrumental in focusing WNED and the Public Broadcasting System (PBS) on childhood education. Recently, he oversaw the shift of the Emmy award-winning children's series *Reading Rainbow*—produced at WNED for national PBS broadcast—from a broadcast program to a web-based writing project. The online *Reading Rainbow* gives children a platform to create stories for local and national recognition. Under Boswell's management, WNED has produced a number of other programs for national PBS broadcast.

Boswell's leadership helped the station earn a \$2.5 million grant from The John R. Oishei Foundation to create the pioneering digital learning service called Think Bright and Well.

Boswell has received five national Emmy Awards, was presented the Canadian Consulate General Ambassador Award, received an honorary Doctorate degree of Laws and Letters from D'Youville College, was awarded a NFJC Citation Award, and numerous PBS awards. In 2004, he received the Leadership and Service Award from the Penn State College of Education.

Boswell is chair emeritus of American Public Television. He has served on other national and international boards, including the PBS Foundation, HSBC Bank USA, Art Gallery of Ontario, and American Legacy Foundation. Boswell is a member of Iota Alpha Delta, an honorary counseling fraternity of graduate students at Penn State.

He is a life member of the Penn State Alumni Association and lives with his wife, Marilyn, and daughter, Coral Sade, in Williamsville, NY.

