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PBS Hawaii hires Linda Brock for content strategy position

HONOLULU, HI – PBS Hawaii welcomes back longtime television and multimedia marketing executive Linda Brock as its first-ever Chief Content Officer. In this newly created role, Brock will lead development of an integrated content strategy, in order to deliver programming in multiple ways to better serve the public.

“Linda is a strategic thinker and game changer who researches how people want to consume media,” said Leslie Wilcox, PBS Hawaii President and CEO.

“She rejoins us as we move to a new building and look forward to offering more collaborations in storytelling, more robust local content, and more interactivity,” Wilcox said.

Brock has worked at Honolulu commercial television stations and in the telecommunications industry in Asia. As PBS Hawaii’s previous Vice President of Programming and Communications, Brock was involved in discussions that gave birth to HIKI NŌ, Hawaii’s statewide student news network.

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