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FOR IMMEDIATE RELEASE

FUSION MARKETING'S PRESIDENT APPOINTED TO KCET COMMUNITY ADVISORY BOARD
Steven Muro Representing the Agriculture Sector for KCET's Outreach Programs

LOS ANGELES (February 7, 2017) – Steven Muro, president of Fusion Marketing, has been selected to serve on the KCET Southern California broadcasting station's Community Advisory Board (CAB) as the agricultural specialist for the viewing area. Muro has decades of experience in this field as he is the president and founder of Fusion Marketing, an agency specializing in the fresh produce industry that provides customized marketing and sales solutions to a variety of commissions and produce companies.

"When KCET approached me to serve on their advisory board, I was very honored as KCET provides such a wide array of programming covering important issues. I'm happy to utilize my expertise in agriculture to play an integral part of the planning and implementation of many KCET outreach programs," states Muro.

KCET's Community Advisory Board is an active group of volunteer leaders in their respective professional areas. They become the station's eyes and ears of the community as they advise the governing body of KCET as to whether the programming and other policies are meeting the special education and cultural needs of the various communities served by the station.

Community Advisory Board members serve a six-year term with members meeting quarterly. The CAB members represent many issues such as community services, culture and the arts, economy, health/medical services, aging/senior citizens, science/technology, youth, agriculture, and education/schools to name a few. Topics specific to agriculture have included: *Inside LA's Vast Urban Agricultural Landscape*, *The Changing Faces of California Agriculture* and *Sustainable Agriculture*.

KCET will benefit from Muro's expertise in the fresh produce industry. He has worked with fresh produce suppliers, associations and retailers. He is knowledgeable of the industry and understands the big issues facing all areas of the business.

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Steven KCET



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ABOUT FUSION MARKETING

Fusion Marketing partners with fresh produce suppliers, associations and retailers to increase sales at retail. Fusion uncovers growth opportunities and turns them into information-based, market-ready solutions that are customized to each client's unique business needs. Every project is supported by Fusion's experienced team to provide the highest level of expertise and dedicated client support. fusionmarketing360.com

ABOUT KCETLINK MEDIA GROUP

KCETLink Media Group is the national independent public media organization formed by the merger between KCET and Link Media. A viewer-supported 501c(3) organization, its content is distributed nationally via satellite on DIRECTV (ch. 375) and DISH Network (ch. 9410), in Southern and Central California via broadcast and cable, as well as through various digital delivery systems.

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