

# Wiley Expands TMT Practice with VP & Deputy General Counsel of PBS

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Washington, DC - Wiley, a preeminent DC law firm, is pleased to announce that Craig Sperling has rejoined the firm as partner in the Telecom, Media & Technology Practice. Sperling is the former Vice President and Deputy General Counsel of the Public Broadcasting Service (PBS).

During his decade-long tenure at PBS, he was the lead attorney responsible for structuring, negotiating, and documenting major transactions; overseeing content distribution on the broadcaster's and third-party platforms; structuring and launching PBS products and services; and managing all legal issues affecting the company, including strategic partnerships, content and rights acquisition, intellectual property protection, and risk management.

"Craig has counseled many companies on high-profile and strategic transactions within the TMT industry. His experience aligns with our firm's strategy to build on the strength of our TMT and Corporate practices while expanding the breadth and depth of our capabilities for clients," said Wiley Managing Partner Peter D. Shields.

"We are thrilled that Craig is rejoining the firm. Not only does he bring 25 years of diverse legal experience to our team and to our clients, but Craig has also learned the business and legal intricacies presented by new technologies, particularly those attendant to content creation and distribution, serving as in-house counsel during a period of media transformation," said Kathleen A. Kirby, co-chair of Wiley's TMT Practice.

## Related Professionals

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## Practice Areas

Telecom, Media & Technology

At PBS, Sperling managed a team that worked on highly complex technology, distribution, and media transactions. Prior to joining PBS, he was Director of Legal Affairs at Discovery Communications where he led strategic distribution efforts with affiliates. Sperling also has experience working in corporate and transactional practices at Am Law 100 firms.

Sperling's practice will focus on all aspects of media and technology businesses, with a focus on complex commercial, technology, and corporate transactions, and content distribution.

"I am excited I have the opportunity to return to the firm where I started my legal career," said Sperling. "Wiley has one of the most prominent TMT practices domestically and globally and has a collaborative culture that is unlike any other firm."

Sperling earned his J.D. from New York University School of Law and his B.A. from Cornell University.

With more than 60 attorneys and engineers, Wiley's TMT Practice operates at the intersection of politics, law, government, business, and technological innovation, representing a wide range of clients – from Fortune 500 corporations to trade associations.