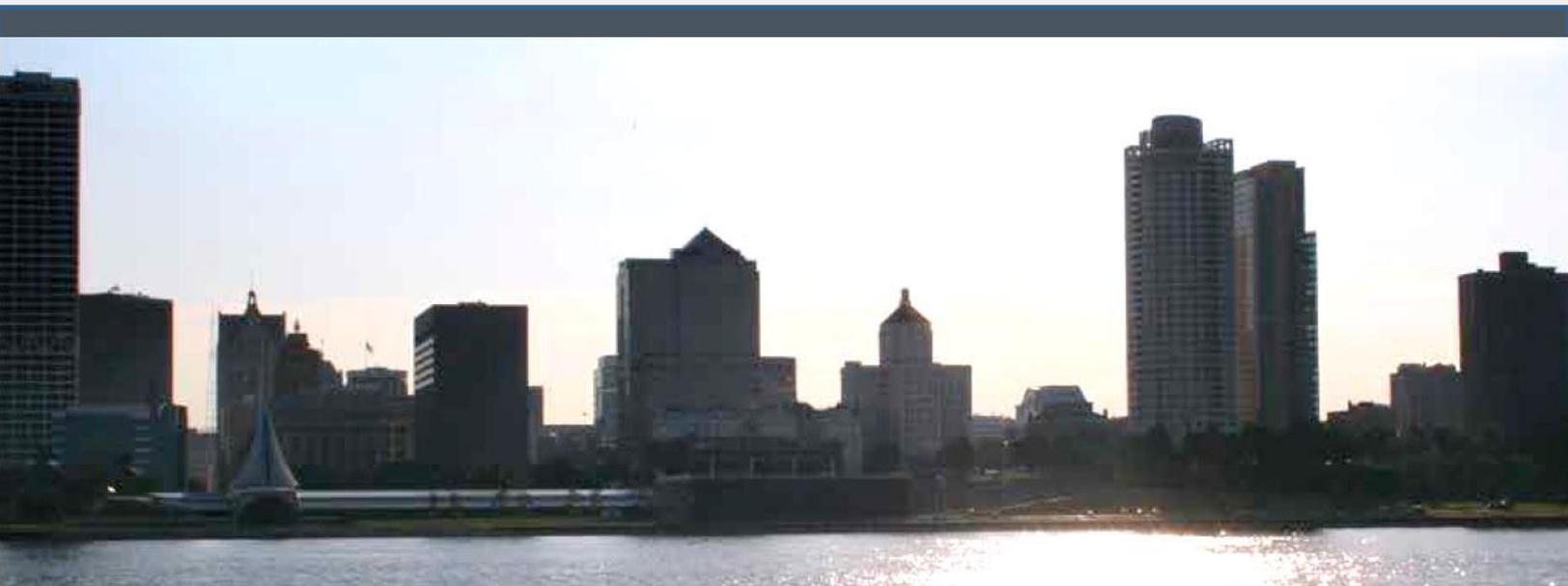
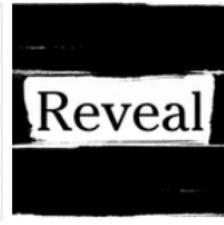


WUWM 89.7
MILWAUKEE'S **npr**

GENERAL MANAGER
MILWAUKEE, WI



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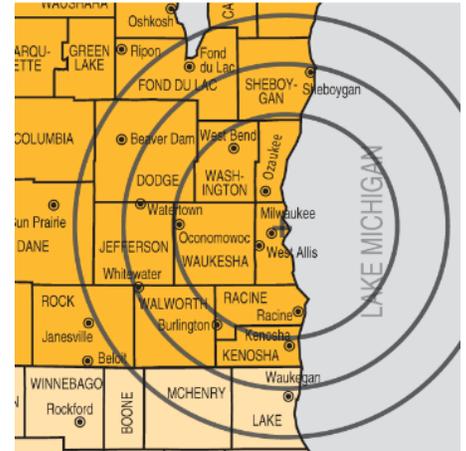


SERVING MILWAUKEE SINCE 1964

WUWM 89.7 FM - Milwaukee's NPR brings in-depth news, thoughtful conversations, and smart entertainment to listeners in southeastern Wisconsin.

WUWM's general assignment reporters are part of the largest radio-only news team in the southeastern Wisconsin region. In addition to covering the local issues that are most important to the community, WUWM's news team runs special reporting initiatives on significant beats, including the environment, education, arts and culture, and race and ethnicity. Its content is delivered from state-of-the-art recording and broadcast facilities

WUWM has also always shared its insightful coverage with national audiences. In 2018, it filed 62 stories with NPR's news magazines, Morning Edition and All Things Considered, and its reporters are frequently heard on NPR's hourly newscasts. WUWM is also a collaborating partner with NPR and WBUR's midday news magazine Here and Now. Local listeners are proud to recognize WUWM on national programs and WUWM's reporters become continuously better writers and journalists by working with NPR's top-notch editors.



Vibrant and Growing Impact

Over the last three decades, WUWM has increased content creation, become more proficient at raising funds to sustain its operation, and expanded its impact on the community. It increased its average weekly audience by 38% in 2017 to reach nearly 135,000 people. The content it delivered to listeners won 39 awards for news reporting, interviews and features, continuing coverage, website, community collaborations, and innovation.



The independent, educational mission of WUWM and its programs fuel a passionate bond with its growing listenership. The station has deepened listener engagement by hosting and sponsoring numerous local events. In 2018, WUWM hosted or sponsored over 22 events, including its collaborative series *Across the Divide* with the *Journal Sentinel*, public radio trivia night, and the newly launched series *Lake Effect Onsite*. WUWM's sold-out events covered everything from the #MeToo movement to what makes southeastern Wisconsin great.





KNOWING WHAT LISTENERS WANT

WUWM's programming and public engagement is guided by four major research studies that demonstrate how engaging, informative, quality programming is essential to industry success:

- AUDIENCE 88 discovered that people who listened to public radio were well-educated, voted, and closely followed the news. The basics of good radio formatting were important to them.
- AUDIENCE 98 concluded that listeners were likely to consider NPR network programming to be more important to their lives than local programming. Quality of reporting and content were cited as major reasons.
- The Public Radio Program Directors Association discovered that public radio listeners shared characteristics in every market: they praised public radio programming for focusing on depth, intelligence, authenticity, civility, and a wider perspective.
- A follow-up study determined listeners would be satisfied if stations aired fewer stories, focusing only on producing ones that come closer to matching the quality of what they hear on NPR.

WUWM 2020

WUWM's work has been governed for the past decade by its current strategic plan, WUWM 2020. Under the plan, WUWM invested in top-notch public radio talent, a state-of-the-art broadcast facility, outreach to future listeners, and community ties. Its content became increasingly available on digital platforms, including streaming and podcasts via the WUWM app and the NPR One app. With 2020 fast approaching, WUWM seeks to sustain its expansive strategic vision. The station will explore new revenue streams and program distribution models to continue delivering high-quality content in a multi-platform, quickly changing media environment.

WUWM-Produced Programs



WUWM produces engaging and entertaining local programs, including:

Lake Effect

From regional politics to Wisconsin authors and musicians, *Lake Effect's* award-winning hosts go beyond the headlines to paint a picture of life in Milwaukee and Southeastern Wisconsin.

It's Alright Ma, It's Only Music

Every week, host Bob Reitman produces a reflective, passionate music adventure built for music lovers of all genres.

UWM Today

UWM Today shines a light on the people behind the creativity and discoveries at UW-Milwaukee, with UWM's Chancellor Mark Mone as a monthly contributor.



Member-supported WUWM is licensed to the University of Wisconsin Board of Regents and operated by the University of Wisconsin-Milwaukee College of Letters and Science. WUWM's revenue comes primarily from the community at large. In addition to both on-air and off-air staff, WUWM is assisted by a volunteer advisory board, which meets quarterly on policy, fundraising, programming, and outreach issues.



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The Opportunity

WUWM seeks a General Manager to lead its expanding vision for captivating and informative content in the Southeastern Wisconsin region. Reporting to the Dean of the University of Wisconsin-Milwaukee College of Letters and Science, the General Manager will direct continuing efforts to establish WUWM as a national model for public media excellence. S/he will direct the development and implementation of WUWM's strategic vision beyond 2020 for programmatic and business initiatives, sustain a rich organizational culture steeped in community ties, and advance plans to enhance WUWM's local and national multi-platform media profile.

Specific responsibilities include:

Entrepreneurial Leadership

- ❖ In consultation with WUWM's Advisory Board, design and implement a strategic plan that lays the foundation for the station's continued growth and places it on a continued path to success.
- ❖ Organize and implement network initiatives, aligning the station's impact and programs with its strategic vision and available resources.
- ❖ Supervise all organizational operations essential to content distribution, including programming, budget, personnel, and fundraising.
- ❖ Foster and sustain a commitment to journalistic independence, integrity, and ethics essential to WUWM's reputation for high-quality news.
- ❖ Maintain awareness of and adapt to new technologies that present significant opportunities for station and content growth.



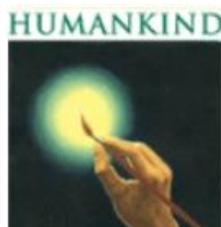
- ❖ Oversee WUWM's budget, cash flow, and investments, ensuring adequate resources to execute the station's vision.

Community Relationships

- ❖ Serve as the public face of the organization, working closely with key stakeholders and funders and directly soliciting funds.
- ❖ Attract new listeners and consumers by making connections with the community the station serves through partnerships, events, forums, etc.
- ❖ Manage partnerships and relationships with crucial public media organizations and other program distributors, including National Public Radio (NPR).

Team Building

- ❖ Nurture WUWM's talented staff of media operators and journalists while building a new generation of leadership.
- ❖ Promote creative thinking and motivate employees, in the process building an organizational culture of enthusiasm.
- ❖ Foster an inspirational and supportive culture for a talented team of reporters and local hosts, providing professional development opportunities to enable staff to become nationally visible experts in their fields.



The Candidate

The General Manager of WUWM will bring a clear vision, strategic direction, and sophisticated programmatic leadership to WUWM. S/he will have a strong understanding of nationally captivating programming while simultaneously understanding and appreciating the local needs of listeners in Southeastern Wisconsin. Intellectually curious and entrepreneurially oriented, the General Manager will be invested in high-quality news and information that hold the greatest potential for station growth, while maintaining a commitment to the ethics and values of public media. Specific qualifications include:

Minimum Qualifications

- ❖ At least ten years of experience in a media organization.
- ❖ Five or more years of experience in a senior management role.
- ❖ Bachelor's degree is required.

Preferred Qualifications

- ❖ Background working with multi-platform content development and broadcasting, maximizing both content reach and impact.
- ❖ Demonstrated sophisticated literacy in all aspects of contemporary journalism, including editorial independence, finances, and social capital.
- ❖ Record of accomplishment in public media, journalism, and/or the non-profit sector.
- ❖ Experience creating a compelling vision for the future of public media and an unflinching commitment to integrity in a public media environment.

- ❖ Record of participating with enthusiasm in revenue generation.
- ❖ Proven ability to provide inspirational leadership that makes staff feel valued, motivated, and empowered.
- ❖ Experience steering financial planning and budget management and achieving fiscal responsibility.

Personal Characteristics and Leadership Style

- ❖ Ability to formulate and follow through on an organization's strategic vision while remaining true to its values and mission.
- ❖ Ability to patiently and persistently build consensus in complex organizations.
- ❖ Excellent communication skills in all registers, including writing, public speaking, and listening.
- ❖ Talent for serving as a public representative of an organization.
- ❖ Experience working successfully with community supporters and diverse stakeholders.
- ❖ Ability to foster personal and professional development in on-air talent and staff.
- ❖ Ability to encourage and promote collaboration; includes an honest and open disposition that encourages participation and input into new and evolving initiatives.
- ❖ Unyielding sense of ethical leadership; ability to promote organizational and journalistic excellence.



WUWM 89.7

MILWAUKEE'S 

GENERAL MANAGER

MILWAUKEE, WI

Questions, résumés, and CVs should be sent
to search@driconsulting.com

All first round interviews for this position will take place at Development Resources, *inc.*.

DRi is an executive search and development consulting firm that recruits senior leaders and works with them to build talented teams, create bold strategic plans, and design powerful fundraising programs.

WUWM is an Equal Opportunity Employer and is seeking a diverse slate of candidates for formal consideration.



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