

Kerri Hoffman  
Chair, PRPD Board Governance Committee  
150 Hilliard Ave  
Asheville, NC 28801

Dear Kerri and members of the Governance Committee:

In the coming years, our content community will experience a period of change and transformation that will make the era of digital disruption seem stable by comparison. How PRPD responds to these challenges is critical. Your organization must drive the content conversation and become an even stronger advocate for members and their stations.

Therefore -- with all the modesty required of a native Minnesotan -- I am truly excited to submit my application for the PRPD board of directors. I'm confident I would be an energized, creative and committed addition to your team.

A quick bit of background: I am the director of programing and promotion at KUER in Salt Lake City, which I joined last year. Previously I was an executive producer at WNYC and WBEZ. At both stations, I ran daily talk programs and developed successful podcasts like *Making Oprah*, *Making Obama* and *American Fiasco*. I've also been an operations manager, a Slate podcast producer, a blogger for a TV trade magazine, and of course...a pledge-drive foot soldier.

As requested, I have included my responses to two questions below:

**What attributes and contributions would you bring to the PRPD Board of Directors?**

Although I've been a program director for just six months, I've worked in public radio since 2000. I am a producer at heart, with a skill set geared toward effective planning, communication and problem-solving. For most of my career, I've managed others and demonstrated responsible yet creative leadership inside stations large and small. I believe deeply in the relevance of stations -- and in the collective power of the content minds inside those stations to innovate their service missions.

PRPD is at a critical crossroads. In addition to ongoing challenges presented by audience development, digital platforms, diversity, recruitment and more, public radio is also facing a sea change in leadership at high- and mid-level positions throughout the system. It's a situation that is both exciting and daunting for the station community, which more than ever needs a powerful and nimble advocate.

I would bring to the board a strong desire to help PRPD evolve to meet the changing needs of its members. One of our first responsibilities would be to develop a clear yet nuanced mandate from the recent member survey. From there, I would be a collaborative partner in developing

ways to communicate our plans and progress, engaging and listening to our members, and tapping content communities beyond our own.

**What are the most important issues facing public media professionals today in serving and developing audience?**

As a regular PRPD conference attendee, I understand the value of annual updates, face-to-face distributor meetings and GIF-infused PowerPoint presentations. However, in my opinion, the most valuable part of the event is a metaphorical recharging of the batteries. Like everyone, I spend several days thinking without boundaries (or office interruptions), learning new tricks and sharing ideas and, of course, reconnecting with people inside this small town we call public radio.

Then, I always wonder if we should do this more often.

To meet the needs of audience service, public media professionals need to charge those batteries more frequently. A single conference event will not meet the member community's needs for training and professional development. PRPD must play an active role in finding and funding a wide variety of new opportunities to candidly share insights among the membership, to learn best practices from industries beyond our own, and to connect in person or in meaningful ways online.

By doing so, every station's audience development initiatives -- the bandwidth created for a podcast pilot, the Hearken project aimed at newcomer community, the huge bet placed on wildcatting out with a new, non-NPR CMS -- will be stronger and smarter, with measurable results for audience growth.

I am deeply grateful to the board for your consideration of my application. I wish you luck in the upcoming election -- and I'll see you in Minneapolis in August!

Sincerely,

Joel Meyer