

KATHY MERRITT

Public Radio International, Minneapolis, MN

Vice President, Content Strategy and Development

February 2013 – present

Lead PRI's multi-faceted content production efforts; identify and acquire diverse new talent and production partners; integrate new acquisitions into PRI's content portfolio; support PRI productions to increase audience and impact; develop strategies that align with content creation and distribution priorities of PRI affiliate stations.

Corporation for Public Broadcasting, Washington DC

Senior Director, Program Investments, Radio

August 2010-February 2013

Conceptualized, implemented, and evaluated investment strategies for the \$8 million (annual) Radio Program Fund. Developed and managed complex grant projects such as creation of seven Local Journalism Centers. Worked with major public media organizations to effectively advance CPB priorities; worked across CPB departments, including television, digital and education.

Director, Program Investments, Radio

October 2006-July 2010

Developed and implemented strategies for the Radio Program Fund to support new programming created to increase and diversify the public radio audience. Developed projects such as the Public Radio Talent Quest, the Public Media Election Collaboration, Makers Quest, and a new public radio program service for Latinos in Los Angeles.

Senior Manager, Program Investments, Radio

February 2005-October 2006

Made recommendations and implemented funding strategies for the Radio Program Fund.

Station Resource Group

Director of Public Media Strategies

June 2002-June 2004

Analyzed governance structures and programming models to help public radio stations increase effectiveness and achieve greater financial sustainability.

WAMU Radio, American University, Washington DC

Station Manager

June 2000-May 2002

Managed daily operations, leading a 50-member staff and overseeing an \$8 million budget. Filled in as acting Program Director for six-month period and led successful transition to an all news/talk format during weekdays, positioning the station for a large increase in audience.

News Director

February 1996-November 1999

Editorial leader for all local news production, including weekly news magazine, hourly newscasts and daily inserts into national programming. Hosted weekly news magazine; filled in as host for *The Diane Rehm Show*, *The Derek McGinty Show* and *Public Interest*.

WFAE Radio, Charlotte NC

News Director

January 1983-February 1996

Editorial leader for all local news production. Produced and hosted daily local news program that covered local current events. Served as local anchor for *Morning Edition* and *All Things Considered*. Filed stories for NPR newsmagazines. Served as Southeast Bureau Chief for Marketplace.

Assistant Producer

June 1981-January 1983

Conducted interviews, produced and voiced local features and newscasts (while attending college full-time).

EDUCATION

University of Maryland at College Park

Graduate Certificate in Multimedia Journalism May 2011

University of North Carolina at Charlotte

Bachelor of Arts in English May 1983

Phi Kappa Phi (national honor society)

Female Student of the Year 1983

HONORS

Awards for editing and reporting from:

Society of Professional Journalists

Women in Communications

New York Festivals International Competition

-Gold Medal for Best News Magazine

-Grand Award for Best News Program

Religious Public Relations Council

Washington AIR Awards

-Best Local Public Affairs Program in Washington

The Associated Press

Public Radio News Directors Association



Dear Colleagues,

Please consider me as a candidate for the PRPD Board of Directors.

I would bring a breadth of experience to the board along with energy and commitment to making public media more successful. I've worked as a journalist, leading newsrooms at WFAE and WAMU, and served as a board member and President of the Public Radio News Directors Association, Inc. At WAMU, as Station Manager and acting Program Director, I led a major program change that created an all news/talk schedule during the day, positioning the station for significant growth. During two years at the Station Resource Group, I conducted research on local programming and station governance. I then spent eight years at CPB, developing and managing projects such as the Public Radio Talent Quest and the Local Journalism Centers. Today in my role as Vice President of Content Strategy and Development at PRI, I continue to work with stations and producers as we chart a course for reaching and engaging audiences on multiple platforms. I'm developing several podcasts and am leading initiatives that bring content, social media, partners, and users together for greater impact. I believe the range of experience I have would be an asset to the board, and I'm prepared to commit the time and resources needed to serve.

As a board member, I would encourage PRPD to address what I consider the most pressing challenges in reaching and serving our audiences: diversifying our workforce and learning how to truly make our content sing on multiple platforms. Let me start with the latter, and start by saying that I am truly bullish on radio. I see a strong future for our broadcast signals for years to come. But we cannot live by broadcast alone. We are rooted in audio, and now our challenge is to use all the tools and platforms at our disposal to tell great stories, report on our society's needs, provide respite through arts and music, and connect us in ways that create community and meaning. There's an art and a science to integrating our radio programs, tweets, videos, photos on Instagram, podcasts, and - whatever the next thing is - to maximize each platform and reach the audiences we seek to serve. Let's learn together how to elevate our work through these resources and create the next iteration of public media.

Even if we use all the tools and platforms in all the right ways, we won't achieve our goals unless we make our workforce more diverse. I've found that our stories are richer and more relevant as we add more diverse voices to our content creation. WGBH's Next Generation Leadership Project, AIR's Localore projects, PRI's Global Nation and many other projects are opening the doors to those voices. I would love for PRPD to host speed dating sessions between young talent and stations at the next conference or at regional meetings across the year. Let's find the connections we need to tap the talent and energy of young people who want to make public media their home.

Please feel free to contact me with any questions or comments at kmerritt@pri.org. I would be honored to receive your support and excited to work on your behalf.

Kathy Merritt
VP Content Strategy and Development

