

TODD MUNDT

tmundt@kuow.org

KUOW - Seattle, WA

March 2015 - Present

Managing Producer

Responsible for the output of KUOW's producers and hosts. Assesses content and presentation, based on KUOW editorial priorities. Works with the managing editor for news to take KUOW's reporting and producing capacity to the next level of public service.

Louisville Public Media - Louisville, KY

March 2008 - March 2012 / April 2014 - March 2015

Chief Content Officer; WFPL Program Director

Responsible for content and strategy on WFPL, WUOL, WFPK and associated sites and platforms. Developed strategies for on-air fundraising. Supervised of on-air staff, news department and station managers.

NPR - Boston, MA

April 2012 - March 2014

Editorial Director, Digital Services

Worked with NPR stations to build authority and audience across digital platforms. Oversaw NPR/Knight digital news training for member stations, and a team of six trainers. Shaped the editorial focus of products and software developed by DS, working collaboratively with other departments. Served as an advocate for station needs inside the organization, and met regularly with station managers and content directors to survey industry trends and digital innovation.

Iowa Public Radio - Des Moines, IA

August 2006 - March 2008

Director of Content and Media

Created the three streams of Iowa Public Radio on more than 20 stations across the state. Responsible for content strategy on newly-created network; development and implementation of formats and schedules for News, Triple A, and Classical networks.

Michigan Public Media - Ann Arbor, MI

September 1997 - August 2006

Chief Content Officer

Responsible for creating and curating local productions on Michigan Radio, Michigan Television, The Michigan Channel, and related online ventures; oversaw development of *Play*, a curated web site featuring the work of video artists. Host, *Morning Edition*; host, *The Todd Mundt Show* on NPR, 1998-2003.

WOI Radio - Ames, IA

January 1994 - September 1997

Producer/Host

Northern Public Radio - DeKalb/Rockford, IL

October 1989 - January 1994

Assistant News Director/Host

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

- I want PRPD to serve all its members. That's because my experience - from part-time board operator to senior management - has been at small, medium and large stations throughout the system, in music, news and mixed formats.
- Fundamentally, I'm optimistic about the potential for public *radio*. I've also been a strong advocate for digital media, and I believe that at this point in our history, the platforms can co-exist and PRPD must help stations leverage both to grow stronger.
- PRPD is a high-level voice for its members in critical issues at the national level. I would add my previous experience with PRPD to this already capable and brilliant board.
- I believe strongly in the value of quantitative and qualitative research. PRPD is uniquely positioned to be a source of unbiased research and learning, applicable to a broad spectrum of stations. PRPD has not done enough of this. I will advocate that PRPD renew its research efforts.
- I will bring an open mind to my board service. My first 20 years in radio, I felt rather smugly secure in all the things I knew about radio. (Ah, youth.) The past 10 years have been largely about discovering all the things I don't know and questioning many of my assumptions. I find that invigorating, and I'd bring that renewed spirit of inquiry to the board.

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

Here are my top five:

- Our audience is falling and our demographics are changing. We've been losing audience slowly for a few years, but the recent losses in the 25-54 demographic, as well as the advancing median age, are alarming. These trends will have wide-ranging consequences, and our wildest podcast hopes and dreams are unlikely to fill the gap for some time. We need forthright conversations: have we changed our local schedules to maximize public service? Are we producing the best local and national content? Are we willing to settle for below average performance in the midday? Are we taking advantage of strategies to reach new listeners? Is this how public radio should sound in 2016?
- Our audience needs are changing. Why has drive-time listening been falling across so many markets? In an age of immediacy and ubiquity, what does our audience expect from us? What is radio's job now? We need new, thoughtful answers to these basic questions.
- The top podcast charts show quite clearly that Millennials and Gen Xer's love public radio storytelling. What's our strategy to build audience and loyalty on that platform as it evolves and new competitors successfully transplant the DNA of public media?
- We need to hire for diversity and excellence... and retain the diverse and excellent staff that we hire. I think we all understand the competition for our listeners' ears, as well as the competitive marketplace for our best people. But we're not doing enough about either.
- At a time when we need to be better than we've ever been, are we spending enough time on the hard, but rewarding, work of creating truly excellent audio? Does our deep, substantive reporting also sound fresh and innovative? Are our newscasts delivering useful and important information and context? Do we train our hosts to structure interviews so they are also finely-crafted stories? Does each listening occasion compel someone to listen more?