

Dear Colleagues,

I am pleased to have the opportunity to run for the board of PRPD. I've worked as a Program Director in multiple markets and at a number of different stations, each with its own opportunities, challenges and unique personality. Throughout my career I have been fortunate to be able to program multiple formats, which has given me broad perspective, and positions me well to represent PRPD's full membership as a board member. I have deep experience working at small stations with limited resources and medium-sized stations with other challenges. I am passionate and knowledgeable about public radio, enjoy working in a collaborative environment and believe in our common goals – attributes that I believe would make me a valued addition to the board.

I feel the most important issues facing public media professionals today have been top-of-mind for some time. Public media has a long way to go to reach our potential in diversity – both in gaining new listeners and in shifting the makeup of our staffs to look more like the towns and cities we cover. We have to reach younger people and engage them on the radio, while we still find ways to reach them on social and online. And, while we have gained some ground recently with training opportunities, more professional development opportunities are needed to get people ready for news director, program director and eventually general manager jobs. We have to figure out how to make recent college graduates seek meaningful careers in public media. We should be bringing more people of all backgrounds to the table to help us problem solve around these challenges – and set the path forward. I have the experience, energy and ideas to help tackle these issues as a member of the PRPD board.

I believe PRPD proactively addresses the challenges and opportunities facing public media professionals, and I am honored to be considered for membership on this board. I hope to be able to contribute to our important work. Thank you for your consideration.

Ele Ellis

Director of Programming

WKSU, Kent, OH