

# Jacqueline Cincotta

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## **Experience**    **Program Director, WNYC FM, AM, NJPR**

New York Public Radio, New York City

May 2012 - Present

Oversee all aspects of on-air programming and day-to-day operations at top public radio station in #1 U.S. market. Achieved highest listener ratings and record breaking growth with significant gains in non-traditional audience categories.

- Rebuilt several key dayparts to increase audience by expanding the number of programs and diversity of shows and voices on the schedule.
- Revamped the sound and branding of WNYC by restructuring and streamlining the use and style of promos and slogans. Introduced audio logos and music package to achieve a consistent listening experience with a focused brand message.
- Expanded consistency of breaking news and live coverage, positioning WNYC as a reliable source for live news events in the market.
- Station liaison for network partnerships. Negotiate and manage collective budgets of \$4M+
- Plan and implement key strategies for pledge drive messaging and execution. Coach on-air staff on best practices. Produce live pitching.
- Responsible for all on air audio, production and messaging.

## **Assistant Program Director, WNYC FM, AM, NJPR**

New York Public Radio, New York City

October 2006 - May 2012

As the first Assistant Program Director my job was to bring a listener focused lens and analytical research to the strategy and execution of Programming objectives.

- Curated and guided all acquired and locally produced special programming. Managed cross-department efforts to highlight specials on-air and online.
- Expanded capacity for pledge pitching programs. Scripted, produced, coached, and edited all pre-taped pledge shows
- Developed and programmed all automated programming hours and continuity.
- Created routine monthly audience ratings reports for station and individual programs.

## **Listener Service Director, WNYC**

New York Public Radio, New York City

July 2002 - October 2006

Lead Listener Services team in efforts to deepen the relationship between WNYC and the community.

- Department handled approximately 1,300 interactions with WNYC listeners each month resolving membership issues and responding to questions and criticism of programming.
- Developed talking points and written responses to address listener issues and concerns.
- Created widely distributed monthly reporting to provide direct listener feedback on trending topics. Routinely presented reporting and feedback in Senior Staff and Board meetings.

## **Education**    **BA – Business Economics**

State University of NY, Oneonta

General Manager of college radio station, WONY-FM