

JONATHAN HOBAN

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RESUME

PROFILE

I am a communications executive with over 20 years of experience in leading media teams to award-winning success. With experience at public media organizations, I am able to analyze systems and approaches to maximize effectiveness and capitalize on strengths.

SPECIALTIES

- **Organizational leadership**
- **Program and project management**
- **Evaluation and creative solution making**
- **Fiscal and operational oversight**
- **Staff recruitment and cultivation**
- **Fundraising and development**

SELECT WORK EXPERIENCE

Chief Content Officer: KJZZ, Rio Salado College Division of Public Service, Phoenix, Arizona.

- *Direct and lead programming and content production for over 250,000 users weekly.*

Vice President, Radio: Georgia Public Broadcasting, Atlanta, Georgia.

- *Led statewide network of 16 stations and 5 bureaus.*

Director of News: WHYY, Philadelphia, Pennsylvania.

- *Managed news content across platforms for the fourth largest media market.*

Chief Operating Officer: Louisville Public Media, Louisville, Kentucky.

Station Manager: Michigan Radio, Ann Arbor, Michigan.

Executive Producer: NPR's The Todd Mundt Show, Michigan Radio, Ann Arbor, Michigan.

- *Created a nationally syndicated daily interview program*

Technical Director: Great Lakes Radio Consortium, Michigan Radio, Ann Arbor, Michigan.

- *Produced a regional environmental news program*

EDUCATION

Telecommunications, Michigan State University

Social Science, Michigan State University

HONORS AND AWARDS

- Excellence awards in writing, investigative reporting and production from Associated Press; Societies of Professional Journalists; and Associations of Broadcasters

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

The attributes and contributions I bring to the Board of Directors are creativity, determination and broad management skills wrapped in more than 20 years of public media experience. I have the creativity to step back from a problem to look for new solutions and then find unique ways to implement them. This would include being fiscally prudent and audience focused. I have the determination to see the PRPD initiatives succeed and to drive them forward using research to help guide the process. I am determined to help make public media stay relevant and work for the benefit and value of our members. I have a broad set of management skills to help us act responsibly and within our means to successfully deliver options and opportunities for this member organization to address the changing landscape. It will not be easy but a strong Board will help us strategically position ourselves for the future.

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

The most important issues facing public media are relevance and distribution. Radio is not dead, at least by most accounts, but it is taking a major hit as younger generations use audio content in a very different ways than their parents and grandparents. This is an opportunity for public media but it requires that we work more quickly and that we work together. As we know there is more power in reaching audiences and having more impact when we work together as “public media” instead of individual stations. We need to continue producing great content and we need to be sure it is getting into the ears of the next cohort of listeners. This will then answer the first issue of relevance. We can remain relevant by remaining top of mind in our brand position and in the topline of media choices.