

**Hawk Mendenhall**

Director Content and Broadcast  
KUT 90.5 FM/KUTX 98.9 FM/Cactus Cafe  
Austin, Texas

**Professional Experience****Director Broadcast & Content, KUT 90.5/KUTX 98.9 Austin**

Responsible for KUT's programming department since January 2001. Began as Program Director of dual-format KUT and upon acquiring KUTX in 2012 moved up to overall director. Also oversee campus music venue and bar, The Cactus Cafe. Responsible for all programming decisions; oversee on-air fundraising, research and implement programming changes; analyze and interpret audience research data; supervise and manage staff of 60 full and part-time employees. Still active on air and in production. Accomplishments include: launch of local news department; started digital and multimedia departments; transitioned dual format station to all-news; launched AAA music station; coordinated very successful Localore project; and been heavily involved in developing regional daily news show The Texas Standard, the new Texas Station Collaboration, and VuHaus.

**Program Director, KUER FM 90 Salt Lake City**

Responsible for KUER's programming department from Nov 1997 to Jan 2001 Responsible for all programming decisions; research and implement programming changes; analyze and interpret audience research data; supervise and manage staff of 20. I planned the schedule changes that were put in place when KUER became a full-time (daytime) news station in March 2001.

**Technical Producer/Morning Edition Host, KUER FM 90 Salt Lake City**

After a long stint in commercial radio and beginning in September 1990, served as local host for *Morning Edition*; handled all production duties for station including those for the newsroom; directed and edited award-winning local weekly news magazine.

**Additional Broadcast Experience**

Unfortunately, I now have close to 40 years of radio experience in public and commercial radio...just too many stations to mention. I have been along the way a commercial station PD, Music Director, Production Director, Morning Zoo Host, News Producer, Reporter and Mascot. I have been a previous member of the PRPD board and served as Treasurer for two years. I've ridden a bike across Texas South to North and am about to go West to East. I am no longer doing mascot work due to advancing age and...uhhh...maturity.

**Education****B.S., Communications and Speech, 1977**

Utah State University, Logan, Utah Magna Cum Laude

**Post graduate study**

Utah State University and University of Utah

120 quarter hours in various subjects 3.8 Overall GPA

PRPD Members,

Those of us who are interested in serving on the board have been asked to answer two questions for you. What attributes and contributions would you bring to the PRPD Board of Directors and what are the most important issues facing public media professionals today in serving and developing audience.

Let me answer like this...I believe that my nearly 40 years in radio (I hope I look younger than that) have given me a real world understanding of what it takes to succeed with limited resources. In both my public and commercial radio career I've never been some place flush with cash or people, and I've always been at ground zero on the content side. This wide ranging experience in news and music formats has been characterized from the beginning by a changing media landscape in which I've been able to find success thanks to the great people I've been able to work with—and all on a limited budget. It's led me to exciting projects like launching a news room, creating a multimedia team from scratch, transitioning an iconic dual format station to all-news, and launching not only a AAA music station but a daily regional news magazine in The Texas Standard. I've been lucky enough to be part of great teams for projects like Localore, VuHaus, and the Texas Station Collaborative. My wide ranging experience has also included plenty of failures that resulted in lessons learned. I've run out of money or resources for a project, hired the wrong person, bet on the wrong program and all the rest of the missteps that all of us have suffered through at one time or another. But through it all, I've kept my sense of perspective about what we do and been willing to change, learn and adapt. It's Radio. It's audio that makes a difference in people's lives. It's entertainment. It's fun. It makes the world a better place.

As we all face the exciting challenges of our digital future and try to solve the puzzle of monetizing our content I'm excited about what lies ahead. I may be an old dog but I definitely like to learn new tricks. I want to be part of the conversation with you around how we keep finding ways to make people's lives richer and more entertaining. Yes, entertaining, because at heart we are entertainment and we need to find ways to more consistently entertain our audience with elegantly produced driveway moments. Moments that engage. Moments that build the tribe. Moments that resonate with the humanity our audience craves. Moments that truly reflect the diverse communities in which we work and live. It's true that our fundamental relationship with the audience is changing but that's always been true and it's not like we haven't been engaged with them in the past, but we do need to find new and more effective ways to engage with them and be part of the fabric of their lives. It's a two way street these days and we need to figure that out.

I think it's a great time to be involved in audio content production (radio) and I believe we are on the cusp of a new golden age for the kind of content we produce. I'd love to be part of your PRPD Board so that I can help facilitate the conversation going forward so we can tap into all the potential that we share.

Thanks!

A handwritten signature in red ink, appearing to read "Hawk Mendenhall". The signature is stylized and fluid, with the first name "Hawk" written in a cursive script and the last name "Mendenhall" in a more blocky, cursive style.

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