

Michael Arnold

Summary Statement

Experienced media professional with nearly 30 years of experience with programming, content development, and change management. Extensive experience with research and content development. A proven track record of leading success and managing organizational change that results in advances in public service and organizational efficiency. Background includes experience with international broadcasters in Canada, the UK and Ukraine.

Experience

Chief Operating Officer

Wisconsin Public Radio, Madison, WI
April 2012- present

- Oversee the 80-person content and engineering staff at WPR.
- As a member of the senior leadership team, participate in strategic planning and budgeting for WPR.
- Lead new content development projects, including the creation of *Central Time*, *Beta*, *The WPR Content Innovation Hub* and *WisContext*.
- Oversee WPR's research efforts, including original research and assessing Nielsen Audio and digital data.
- Collaborate with media partners on projects like *Wisconsin Life* and *WisContext*.

Senior Director, Content Development and Strategy

Public Radio International, Minneapolis, MN
November 2005-April 2012

- Oversaw program acquisition and research for a network that reached more than 13 million people weekly.
- Assisted with content development of PRI productions and new program launches, including *Fair Game*, *Q from the CBC*, and *The Takeaway*.
- Served as a key content contact with PRI content partners, including *This American Life*, CBC Radio, and the BBC World Service.
- Assisted in writing grants that resulted in millions of dollars of support from the Corporation for Public Broadcasting, the Gates Foundation and other funders.
- Helped forge new content partnerships between the BBC World Service and US public media organizations.
- Developed the *This American Life Live* digital cinema project, which was seen in more than 300 theaters in the US and Canada.
- Oversaw PRI's research, including original research focused on developing public radio programs and a major project focused on diversifying public radio's audience.
- Participated in multi-city community engagement project related to the program *The Takeaway*.

Vice President, Programming

New Hampshire Public Radio, Concord, NH
April 2003- November 2005

- Oversaw programming staff for the regional network, a staff of 20 employees.
- Managed NHPR's program schedule and acquisitions.
- Created the new program *Writers on a New England Stage* and developed the concept and production model for the program that became *Word of Mouth*.
- Secured major grant from CPB to develop *Word of Mouth* and served as a liaison with major funders for health and investigative coverage.
- Worked with NHPR's governing board and oversaw the work of its Community Advisory Board.

Director, Programming

WUNC-FM, Chapel Hill, NC
July 1998-April 2003

- Oversaw programming staff and managed budget for 25-person content team.
- Implemented a program change to news and information that resulted in WUNC becoming the number one station in the Raleigh/Durham market.
- Participated in strategic planning that resulted in WUNC expanding its news and local production output.
- Secured a major grant from the Corporation for Public Broadcasting for the local program *The State of Things*. At that time, it was the largest grant given to a local project by the Program Fund.
- Served as a key station contact to University of North Carolina at Chapel Hill administration in relationship to WUNC schedule changes and leadership transition.

Associate General Manager/Program Director

WWNO-FM, New Orleans, LA
July 1996-July 1998

- Oversaw programming team of 10 and managed stations schedules.
- Served as key contact with WWNO's Community Advisory Board.
- Implemented program changes and improvements that resulted in WWNO's market share doubling.
- Worked with development staff to improve WWNO's on-air fundraising sound and effectiveness.

Program Service Manager

Northwest Public Radio, Pullman, WA
February 1993-July 1996

- Served as talent coach to NWPR's on-air staff and hosted daily programs.
- Oversaw program scheduling for both NWPR networks.
- Launched NWPR's news and information service.
- Produced special programs related to elections and news content.

Producer/News Director

WBAA, West Lafayette, IN
June 1989-February 1993

- Hosted local Morning Edition and managed WBAA's news department.
- Regularly filed stories for NPR as a field reporter.
- Developed new program schedule for WBAA that focused on diverse news sources.
- Produced radio programs in collaboration with Purdue University departments.
- Hosted television newscast on the Purdue Channel on cable television.

Education

Ball State University

Bachelor of Science, Telecommunications

Washington State University

Master of Arts, Strategic Communication

Activities

Audience '98

Research Associate, 1998.

Current, the newspaper for public broadcasting

Current Thinking author of articles, 1999-present

Corporation for Public Broadcasting

Panelist, Program Fund. 1998-2001

Public Radio Program Directors

Board member, 1998-2004, 2014-2016; Board chair, 1999-2004

Georgetown University

Executive Development Program for Broadcasters, 2001.

International Research and Exchanges Board (IREX)

Ukraine Media Partnership Program in Kyiv, 2004.

Hasso Plattner Institute of Design

Stanford University

Design Thinking Workshop with PRI and WNYC, 2007

Michael Arnold

January 7, 2019

Dr. Jasmine Alinder
Associate Dean, Humanities
University of Wisconsin, Milwaukee
Milwaukee, WI 53201-0413

Dear Dr. Jasmine Alinder:

I am writing to express interest in the Director and General Manager position at WUWM that was advertised on the Current website. I'm very impressed by the success of the station and think I have a good mix of skills and experience to do the job well.

I meet all the required qualifications you are seeking. I have a master's degree in Strategic Communication and more than 30 years of experience in public radio, including more than 25 years as a manager. I have a solid track record of success as a station programmer. My background includes work as a reporter and program host. I also have extensive experience in managing budgets and participating in strategic planning processes. My fundraising experience includes work with on-air fundraising and major giving. I have also written successful grants to raise funding for content projects on the local and national level. I've played a vital role with national efforts in the public radio system, including many key research projects and initiatives. I think this experience, combined with my knowledge of Wisconsin, make me an excellent fit for WUWM.

For me, WUWM offers an excellent opportunity to move up to a General Manager at a station. I relish the chance to become the Director of a station that focuses on one market and does it well. I've learned a great deal about being a collaborative and inclusive manager, and I know I would bring that ethic to my work at WUWM. I'm excited about working with the staff, the advisory board and the university to update WUWM's strategic plan and finding new ways for the station to expand its service.

I hope we'll get a chance to talk more about what I can bring the station.

Sincerely,

Michael Arnold