

Daniel E. Skinner

Career Track

Director, Kansas Public Radio and Kansas Audio Reader Network
University of Kansas – Lawrence, Kansas – November 2015 to the present

Executive Director & General Manager - WKSU & FolkAlley.com
Kent State University - Kent, Ohio - January 2013 to November 2015

President & General Manager - Texas Public Radio
San Antonio, Texas - November 2006 to November 2012

General Manager - WBAA AM & FM
Purdue University - West Lafayette, Indiana - October 1992 to September 2006

Other Experience: Program Director and Operations Manager

Public Media Management

From November 2015 to the present, I have served as the Director of Kansas Public Radio (KPR) and the Audio-Reader Network. KPR's network of stations include KANU, KANH, KANV, KANQ and four translator stations providing service to northeast Kansas and northwest Missouri. The stations provide a mix of news, classical, jazz and folk programming. The Audio-Reader Network is a reading and information service for blind, visually impaired, and print disabled individuals in Kansas, Missouri and beyond. Under my direction KPR made changes to strengthen the program schedule, participated in a CPB funded multi-station news collaboration, updated membership processing, expanded the development department, and experienced record high listenership and development income.

From January 2013 to November 2015, I held the position of Executive Director and General Manager of the WKSU network and FolkAlley.com. The network includes WKSU, WNRK, WKRW, WKSU, WKRJ, and two translator stations covering 22 counties in Northeast Ohio. Multiple digital audio streams and four HD channels on each station provide 24/7 classical, folk, and news services in addition to the HD version of the analog program schedule. The analog network's primetime format is news and information with classical music in the evenings. FolkAlley.com is an on-line folk music service that earns member support from an international audience. During my tenure, WKSU made significant program changes, rebranded the stations, and expanded marketing and engagement efforts.

From November 2006 to November 2012, I served as the President and General Manager of Texas Public Radio (TPR). In San Antonio, TPR operates KSTX, 89.1 FM, a news and information station and KPAC, 88.3 FM, a classical music station. TPR also operates KTXI 90.1

FM, a news and classical music station in the Texas Hill Country. TPR is a community licensee and my position reported to a Governing Board of Directors. Under my leadership the News Department, Underwriting Department and audience engagement efforts were expanded.

From October 1992 to October 2006, I was the General Manager of WBAA AM & FM. During this time, the public broadcast service of Purdue University underwent much growth. WBAA FM began broadcasting in February 1993, joining WBAA AM which has been in operation since 1922. WBAA's locally produced interview/talk show *AM920 Magazine*, local news coverage, a continuing series of *Town Forum* broadcasts, the station web site, program streaming, podcasting and other community outreach activities were started under my direction. New studios and offices were completed in 2002.

Fundraising/Development

My professional training in development includes participation in University training seminars and participation in Public Radio Development Conferences. I have engaged in over 60 on-air fund drives, serving as both on-air talent and organizing the logistics of the campaigns. I've also written numerous direct mail membership solicitation letters. My experience also includes grant writing and administration.

I initiated WBAA's development program with the hiring of the station's first development staff member. Prior to my departure, the development staff grew to two underwriting positions and one membership/major gift position. Under my leadership Development income at WBAA AM & FM showed consistent growth and the operating reserve also increased. I nurtured the growth of Texas Public Radio's development efforts, including major gift development, and left the organization in the best financial shape of its history.

At WKSU, I have worked closely with our major gifts officer to cultivate donors and solicit gifts, including raising funds for a \$360,000 newsroom renovation project. We also expanded the underwriting department from two to five staff members.

While at Kansas Public Radio, I have expanded our development team, updated our membership processing, and initiated a \$321,000 capital campaign to replace our four main transmitters. I work closely with my development director to support development activities, including major gift cultivation and stewardship.

Facility Development

As Executive Director and General Manager of WKSU, I guided the renovation of space within the facility to relocate and expand the newsroom to create working space for 14 staff along with three associated digital studio upgrades for the news department.

As the President and General Manager of Texas Public Radio, I supervised the upgrading of four studios from analog to digital facilities. During my tenure, we also remodeled space to create a more functional newsroom.

As General Manager of WBAA AM & FM, I collaborated with the Russ Berger Design Group architect in the design of new studios and offices. I consulted with engineering and gave final approval for all equipment purchases. In consultation with a University designer, I was also

responsible for the final selection of all furnishings for the offices. Throughout my tenure, I continued to work with engineering and University staff to upgrade and maintain the facility.

Broadcast Organizations

Kansas Public Broadcasting Council (KPBC) – From 2015 to the present I have served as a member of the KPBC. The council, representing public radio and TV, keeps the Kansas Legislature advised of issues relating to public broadcasting, solicits state funding, and distributes state funds to stations for equipment purchases and operating expenses.

Public Radio in Mid-America (PRIMA) – From 2013 to 2018 I served as the President of PRIMA and represented the organization at National Public Radio (NPR) board meetings in Washington, D.C. I was the Vice President of PRIMA from 2009 through 2013; Secretary from 2006 to 2009; a member since 1995; and have maintained the PRIMA website since 2003. I also had a leadership role in planning the organization's conferences. PRIMA is a regional membership organization encompassing 20 states that provides a forum for the discussion of issues and the development of consensus positions that advance the public radio industry and the services provided by its stations. I am currently serving on the board as Immediate Past President.

Public Radio Regional Organizations (PRRO) – From 2013 through 2018 I served as a member of PRRO group as a representative of PRIMA. PRRO collectively represents all the public radio regional organizations. PRRO plans and presents the annual Public Radio Super Regional Conference and coordinates the annual PRRO Award.

Public Radio Satellite System (PRSS) – From 2013 to 2016 I was a member of the Future System Advisory Council, which provided input into the planning of the next public radio interconnect system.

Ohio Public Radio, Inc. – From 2013 through 2015 I was a member of this group, which promotes station collaborations and encourages continued state funding of public radio through various activities, including contracting the services of a lobbyist to work with the Ohio legislature.

Indiana Public Broadcasting Stations (IPBS) – In 2006, I served as Vice Chair of the organization. From 1994 to 2006 I was also a member of the IPBS Executive Committee. The Indiana Public Broadcasting Stations (IPBS) is a statewide consortium of public television and radio stations established to promote collaborative efforts among Indiana's public radio broadcasters by fostering statewide program production and underwriting opportunities. The member stations of IPBS receive funding from the State of Indiana. The organization also seeks funding from granting organizations.

I chaired an IPBS committee for developing statewide news initiatives that has resulted in a collaborative effort between member radio stations to send reporters to the state capitol and the hiring of a full time IPBS Reporter position with an office in the statehouse. I also served on a committee for developing partnerships. A partnership between IPBS, the Indiana Historical Society and noted Indiana University Historian James Madison resulted in a *Moment of Indiana History* weekly radio module series.

Professional Conferences

To keep up-to-date with issues, trends and visions for the future of public radio, I regularly participate in a variety of industry conferences. This has included conferences presented by Public Media Development and Marketing, Public Radio in Mid-America, Western States Public Radio, PRRO Super Regional Conferences and the annual meetings of the NPR Authorized Representatives.

Programming/Production Highlights

- Host and producer of Kansas Public Radio's *Conversations* podcast and broadcast.
- Served as the Executive Director of *FolkAlley.com* for three years. *Folk Alley* reaches an international audience with contemporary and traditional folk music.
- Hosted and produced Texas Public Radio's *TPR Green* and *Some Books Considered* podcast series for four years.
- Co-produced and narrated the *Moment of Indiana History* audio module series for seven years for the Indiana Public Broadcasting Stations.
- Creator, host and co-producer of *AM920 Magazine*, an interview/talk program heard each weekday on WBAA AM920 for 12 years. I conducted over 2,000 interviews with authors, artists, musicians, experts, and others during this time.
- Hosted classical music each weekday on WBAA-FM for 11 years. In addition, I've also hosted jazz and folk programs.
- Created and produced WBAA's *Town Forum* broadcast series for five years. This series of hour-long panel discussion programs was produced before a live audience from various locations in the community.

Community Service

Lawrence Rotary Club – Member from 2016 to the present.

Lawrence Lions Club – Member from 2016 to the present.

The Akron Roundtable was established in 1976 as a community forum to encourage and bring bold, creative and new ideas to the region. To date, more than 400 major corporate executives, writers, government officials, artists, and civic leaders from around the country have shared their thoughts on subjects of global, national and [regional importance](#) with Akron Roundtable audiences. I served on the board from February 2013 through October 2015.

The Cultural Alliance of San Antonio (CASA) was formed in recognition of the importance of arts and cultural organizations to education and economic vitality and their power to inspire and transform community identity. Its mission is to support cultural education, promote informed funding policy planning and implementation, facilitate collaboration, and advocate for artists and cultural organizations. I became a member of the Alliance in 2007. From 2009 to 2011, I served as Co-Director of the Organization.

The World Affairs Council of San Antonio promotes public understanding of world affairs and United States foreign policy, and works to enhance the ability of its citizens and future leaders to participate in a global community. The organization presents a lecture series, organizes discussion groups, and sponsors educational outreach programs. It is a member of the World Affairs Councils of America. I served on the Board of Trustees from 2007 through 2012.

The Tippecanoe Arts Federation (TAF) serves over 100 arts organizations in Tippecanoe County. The primary fundraising event for TAF is the "Taste of Tippecanoe." The event features live music and food provided by area restaurants. It attracts approximately 40,000 attendees each year. In 2004, I served as a member of the TAF board of directors.

Civic Theatre of Greater Lafayette is a non-profit organization producing theatrical performances and providing theatre education through workshops and classes for adults and children. I served on the Civic Theatre Board of Directors from 1998 to 2003. I have also acted in 16 stage productions at the theatre.

Education

- MA - Ball State University
Executive Development for Public Service (Nonprofit Management)
Muncie, Indiana
- BGS - Wichita State University
General Studies/Management
Wichita, Kansas
- AA - Hutchinson Community College
Broadcasting
Hutchinson, Kansas

January 14, 2019

Dear Selection Committee,

I offer a passion for the mission of public media and a depth of knowledge drawn from years of broadcast management, operations and programming experience. I'm excited about the possibility of becoming the next General Manager of WUWM.

Why should you consider me for this position? Over the years, I gained valuable experience in multiple disciplines within public media, progressing through positions of increasing responsibility before becoming a General Manager. I've embraced strategic change and new technologies to carry out the mission of my stations, while continuing to monitor emerging developments in our fast-paced environment.

My formal education focused on broadcasting and management, culminating in a master's degree. Throughout my career, I've also been active in public media organizations and arts organizations. My participation on numerous boards and being elected to leadership positions in those organizations is an indication of my strong interpersonal skills and ability to work with a wide variety of people and interests. This combination of professional and personal experience makes me adaptable and well suited to respond to the challenges facing public media. I am confident I can provide the strategic leadership needed to help WUWM reach its operational, programming, development, and audience engagement goals.

The experience I've gained, since 1992, as the General Manager of public radio stations for Purdue University, Texas Public Radio, Kent State University, and the University of Kansas, is directly applicable to leading WUWM. My responsibilities have included participating in and providing direction to programming, development, marketing and engineering. I have developed strategic plans, planned and managed budgets, written and administered grants, evaluated staff, and overseen physical plants. My duties have also included assuring compliance with Federal Communications Commission, Equal Employment Opportunity, Corporation for Public Broadcasting, and University regulations.

Collaboration and team building are important to me. I believe that shared enthusiasm and vision from top management can transform an organization. My management style is collaborative, and I value diversity of opinion. Participation is necessary both to increase the quality of planning and decision-making, and to gain consensus to improve implementation. Staff should always be treated with respect while also being challenged to do their best work. Over the years, this philosophy has enabled me to establish and maintain effective working relationships with my staff and other stakeholders.

In addition to working with staff, I have also led collaborations with other organizations. While at Purdue University's WBAA, I worked with Indiana University's WFIU to generate Indianapolis State House reporting by coordinating our news departments. At Texas Public Radio, I worked with managers from stations in several states to create and administer the *Fronteras* grant project, a Local Journalism Collaborative, funded by the Corporation for Public Broadcasting. *Fronteras* generated news and feature reports exploring cultural and political issues related to the U.S./Mexico border. At Kansas

Public Radio, we joined forces with three other public radio stations to form the Kansas News Service, a CPB funded initiative that has resulted in increased statewide news coverage.

As the Director of WUWM, I will collaborate with the staff, donors, community members, the University, and other stakeholders to build on the strengths of the organization and find new ways to engage and serve its audience. Working as a team with key stakeholders is also an important way to unlock additional major gifts and grants to support the mission of the organization.

I have knowledge of new media and emerging technologies. The stations I've led have made strategic use of multiple platforms, including HD broadcast technology and program distribution via websites, mobile apps and smart speakers. They have also utilized social media, including Facebook, Twitter, Instagram, etc., to engage with audiences. Directing FolkAlley.com, a 24/7 streaming music service that serves an international audience was also a valuable experience. In order to keep up-to-date with new technology, I read industry news and participate in public media organizations.

I've guided development staff in successful fund drives, underwriting, major gift initiatives and events. From participation in on-air fund drives, to meeting with major donors, I enjoy raising funds to forward the mission of public media. To stay current with the latest trends and techniques in development and marketing, I have attended the Public Media Development and Marketing Conferences along with my development staff. I've worked with staff to plan a variety of station events. Examples include donor appreciation events and audience engagement events, as well as bringing *A Prairie Home Companion*, *Whad'Ya Know*, and NPR hosts to town for special appearances. I also have experience planning regional and national conferences.

Engagement with NPR and other public radio organizations has kept me well informed about public media issues. In addition to interacting with NPR staff in my role as a General Manager, I served as the President of Public Radio in Mid-America (PRIMA) and represented the organization at National Public Radio (NPR) board meetings in Washington, D.C. I have known many NPR staff and board members over the years and have always maintained a positive working relationship with them.

I've kept up with media concerns and best practices through participation in public media organizations and conferences. This includes serving on the Future System Advisory Council for the Public Radio Satellite System; participating in NPR Authorized Representative meetings; Public Media Development and Marketing Conferences; PRIMA Conferences; and PRRO Super Regional Conferences.

So why am I applying to be the next Director of WUWM? I believe in the power of public media to be a catalyst for positive change. I am very impressed with the local programming and events WUWM produces to address the issues and needs of Milwaukee and the surrounding area. WUWM's combination of local and national programming creates the opportunity for the civil exchange of ideas and information that can empower listeners to make informed decisions that impact their lives and those in their communities. By sharing arts and cultural programming, WUWM also celebrates the human spirit and strives to bring out the best in all its listeners.

WUWM has accomplished much in the Milwaukee market, and is well-respected within the public radio community. The mission of WUWM in all its multifaceted forms is one that I can wholeheartedly champion. Professionally, it would be a privilege and an honor to build upon the success of WUWM and lead the organization into the future.

I believe that my combination of knowledge and experience is a good match for this position. More details about my professional experience are contained in the attached resume. I'm eager to learn more about the opportunity and the organization's plans for the future. I look forward to talking with you soon.

Thank you for your consideration.

Sincerely,

Dan Skinner