

WUWM 89.7
MILWAUKEE'S **npr**

GENERAL MANAGER

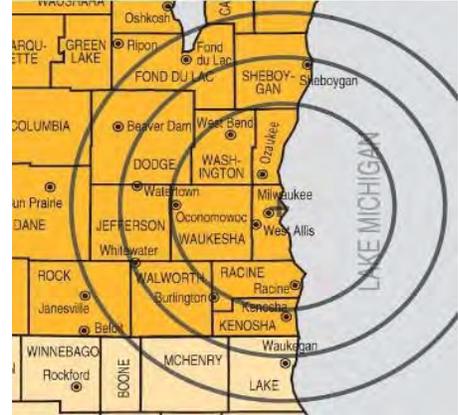




SERVING MILWAUKEE SINCE 1964

WUWM 89.7 FM - Milwaukee's NPR brings in-depth news, thoughtful conversations, and smart entertainment to listeners in southeastern Wisconsin.

WUWM has the largest public radio newsroom in southeastern Wisconsin. In addition to covering the local issues that are most important to the community, WUWM's news team runs special reporting initiatives on significant beats, including the environment, education, and race and ethnicity. Their local show and podcast, Lake Effect, brings the community local conversations about the people, places and organizations that shape Milwaukee.



WUWM has also always shared its insightful coverage with national audiences - regularly reporting and producing content for NPR's news magazines, Morning Edition and All Things Considered, and NPR's hourly newscasts. WUWM is also a collaborating partner with NPR and WBUR's midday news magazine Here and Now. Local listeners are proud to recognize WUWM on national programs and WUWM's reporters continuously become better writers and journalists by working with NPR's top-notch editors.

Vibrant and Growing Impact



Over the last three decades, WUWM has increased content creation, become more proficient at raising funds to sustain its operation, and expanded its impact on the community. After the pandemic slump felt by most public radio stations that feature news and information, WUWM saw record breaking monthly highs in the spring of 2022, including average quarter hour, and share of Milwaukee-Racine market (#42). WUWM won 21 awards for work produced in 2021 by the Newsroom, Lake Effect and Digital

Teams. The stories and interviews were honored in competitions held by state, regional and national journalism organizations. The independent, educational mission of WUWM and its programs fuel a passionate bond with its growing listenership. The station has deepened listener engagement by hosting and sponsoring local events. Locally produced Listen MKE is an ongoing community listening project focused on understanding what's most important to people who live in Milwaukee's north side neighborhoods and help fill information gaps. In early 2020, WUWM conducted in-person events and coffee chats but switched to a virtual series due to the coronavirus. Conversations take place on Facebook Live, and then air on Milwaukee PBS, on WUWM's Lake Effect program, and are posted on the Journal Sentinel's website. In October 2021, WUWM hosted Call to Mind Live: Youth Incarceration & Mental Health, a Well Beings Tour Event to discuss mental health challenges experienced by youth while incarcerated in Wisconsin's prison system and after they were released. Other WUWM hosted or sponsored events include collaborative series *Across the Divide* with the *Journal Sentinel* and *Lake Effect Onsite*.

WUWM Specialty Reporting Initiatives

Environmental:

- WUWM’s longest-standing beat, launched in 2008
- Susan Bence has been the Environmental Reporter since the beat’s inception
- Contemporary topics of interest:
 - a) climate change
 - b) threats to drinking water, freshwater resources, air quality and biodiversity
 - c) PFAS

Education:

- Launched in 2016
- Current Education Reporter is Emily Files, with WUWM since 2018.
- Contemporary topics of interest:
 - a) the impact of the pandemic on students, faculty, and families
 - b) funding- local, state, and COVID-relief
 - c) building social equity through education
 - d) MPS successes & challenges

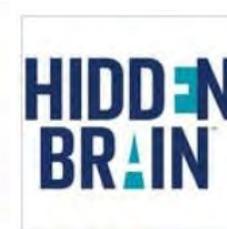
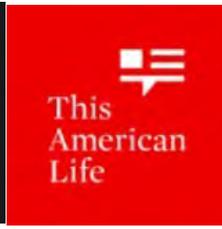
Race & Ethnicity:

- Launched in 2018
- First Eric Von Fellow, Teran Powell, has been the Race & Ethnicity Reporter since its inception.
- Contemporary topics of interest:
 - a) policing in the era of social equity
 - b) impact of the pandemic on people of color
 - c) the intersection of race and education, employment, housing, etc.

Eric Von Broadcast Fellowship:

- Established in 2017 to honor the memory of Eric Von, a 25-year veteran of the radio industry considered to be the “voice of the Black community in Milwaukee”.
- Just prior to his death in 2016, Eric worked with WUWM, 371 Productions, and AIR’s Finding America on the PRECIOUS LIVES project; a 2-year, 100-part weekly radio series about gun violence and young people in the Milwaukee area.
- One-year, full-time paid professional experience.
- Von Broadcast Fellowship recipients:
 - 2022-2023 – Kobe Brown
 - 2021-2022 – Simone Cazares, Former General Assignment Reporter
 - 2019-2020 – Olivia Richardson
 - 2018-2019 – Angelina Mosher Salazar – Former General Assignment Reporter
 - 2017-2018 – Teran Powell – WUWM Race & Ethnicity Reporter





KNOWING WHAT LISTENERS WANT

WUWM’s programming and public engagement is guided by four major research studies that demonstrate how engaging, informative, quality programming is essential to industry success:

- AUDIENCE 88 discovered that people who listened to public radio were well-educated, voted, and closely followed the news. The basics of good radio formatting were important to them.
- AUDIENCE 98 concluded that listeners were likely to consider NPR network programming to be more important to their lives than local programming. Quality of reporting and content were cited as major reasons.
- The Public Radio Program Directors Association discovered that public radio listeners shared characteristics in every market: they praised public radio programming for focusing on depth, intelligence, authenticity, civility, and a wider perspective.
- A follow-up study determined listeners would be satisfied if stations aired fewer stories, focusing only on producing ones that come closer to matching the quality of what they hear on NPR.

WUWM 2020

WUWM’s work was governed for the past decade by its recent strategic plan, WUWM 2020. Under the plan, WUWM invested in top-notch public radio talent, a state-of-the-art broadcast facility, outreach to future listeners, and community ties. Its content became increasingly available on digital platforms, including streaming and podcasts via the WUWM app and the NPR One app. WUWM seeks to sustain its expansive strategic vision. The station will explore new revenue streams and program distribution models to continue delivering high-quality content in a multi-platform, quickly changing media environment.

WUWM-Produced Programs



WUWM produces engaging and entertaining local programs, including:

Lake Effect

Conversations that go beyond the headlines and explore what matters most now to people in Milwaukee and southeast Wisconsin.

It’s Alright Ma, It’s Only Music

Every week, host Bob Reitman produces a reflective, passionate music adventure built for music lovers of all genres.

Bubbler Talk

Bubbler Talk puts listeners’ curiosity front and center, answering questions about the Milwaukee area’s people, places, or culture.



Member-supported WUWM is licensed to the University of Wisconsin Board of Regents and operated by the University of Wisconsin-Milwaukee College of Letters and Science. WUWM’s revenue comes primarily from the community at large. In addition to both on-air and off-air staff, WUWM is assisted by a volunteer advisory board, which meets quarterly on policy, fundraising, programming, and outreach issues.



The Opportunity

WUWM seeks a General Manager to lead its expanding vision for captivating and informative content in the Southeastern Wisconsin region. Reporting to the Dean of the University of Wisconsin- Milwaukee College of Letters and Science, the General Manager will direct continuing efforts to establish WUWM as a national model for public media excellence. They will direct the development and implementation of WUWM’s strategic vision for programmatic and business initiatives, sustain a rich organizational culture steeped in community ties, and advance plans to enhance WUWM’s local and national multi-platform media profile.

Specific responsibilities include:

Entrepreneurial Leadership

- In consultation with WUWM’s Advisory Board and staff, design and implement a strategic plan that lays the foundation for the station’s continued growth and places it on a continued path to success.
- Organize and implement network initiatives, aligning the station’s impact and programs with its strategic vision and available resources.
- Supervise all organizational operations essential to content distribution, including programming, budget, personnel, and fundraising. Act as a key player in WUWM moving their fundraising to the next level.
- Foster and sustain a commitment to journalistic independence, integrity, and ethics essential to WUWM’s reputation for high-quality news.
- Maintain awareness of and adapt to new technologies that present significant opportunities for station and content growth.
- Oversee WUWM’s budget, cash flow, and investments, ensuring adequate resources to execute the station’s vision.



Community Relationships

- Serve as the public face of the organization, working closely with key stakeholders and funders and directly soliciting funds.
- Lead efforts to attract new listeners and consumers by making connections with the community the station serves through partnerships, events, forums, and other initiatives.
- Manage partnerships and relationships with crucial public media organizations and other program distributors, including National Public Radio (NPR).

Team Leadership

- Promote creative thinking, transparent decision-making, and work with the WUWM team to build an organizational culture of inclusion, enthusiasm, collaboration, and philanthropy.
- Maintain an inspirational and supportive culture for a talented team of reporters and local hosts, providing professional development opportunities to enable staff to become nationally visible experts in their fields.
- Work with WUWM’s experienced staff of media operators and journalists to support a new generation of leadership.



The Candidate

The General Manager of WUWM will bring a clear vision, strategic direction, and sophisticated programmatic leadership to WUWM. They will have a strong understanding of nationally captivating programming while simultaneously understanding and appreciating the local needs of listeners in Southeastern Wisconsin. Intellectually curious and entrepreneurially oriented, the General Manager will be invested in high-quality news and information that hold the greatest potential for station growth, while maintaining a commitment to the ethics and values of public media. Specific qualifications include:

Minimum Qualifications

- At least ten years of leadership experience, preferably in a media organization.
- Five or more years of experience in a senior management role.
- Bachelor's degree is required.

Preferred Qualifications

- Background working with multi-platform content development and broadcasting, maximizing both content reach and impact.
- Demonstrated sophisticated literacy in all aspects of contemporary journalism, including editorial independence, finances, and social capital.
- Record of accomplishment in public media, journalism, and/or the non-profit sector.
- Experience creating a compelling vision for the future of radio and an unfailing commitment to integrity.
- Capable of being forward thinking and a strategic and systems thinker.
- Record of enthusiastically leading revenue generation.
- Ability to build meaningful relationships in the Milwaukee community that will strengthen WUWM's mission and their fundraising capacity.
- Proven experience working with diverse communities and creating workspaces that are diverse, inclusive, and equitable.

- Proven ability to be an emotionally intelligent servant leader and provide inspirational leadership that makes staff feel valued, motivated, and empowered. Ability to develop an integrated team that works collaboratively across departments and in every level of the organization.
- Experience steering financial planning and budget management and achieving fiscal responsibility.

Personal Characteristics and Leadership Style

- Ability to formulate and follow through on an organization's strategic vision while remaining true to its values and mission.
- Ability to patiently and persistently build consensus in complex organizations.
- Excellent communication skills in all registers, including writing, public speaking, and listening.
- Talent for serving as a public representative of an organization.
- Experience working successfully with community supporters and diverse stakeholders.
- Ability to foster personal and professional development in on-air talent and staff; supportive of risk-taking and trying new things.
- Ability to encourage and promote collaboration; includes an honest and open disposition that encourages participation and input into new and evolving initiatives.
- Unyielding sense of ethical leadership; ability to promote organizational and journalistic excellence.
- Familiar with, and lives in, or intends to live in the Greater Milwaukee area.

GENERAL MANAGER



MILWAUKEE, WI

To learn more and apply, please visit:

[https://waterstonehc.com/driwaterstonehc/position/general
-manager](https://waterstonehc.com/driwaterstonehc/position/general-manager)

All first-round interviews for this position will take place via Zoom with DRiWaterstone Human Capital.

DRiWaterstone is an executive search and development consulting firm that recruits senior leaders and works with them to build talented teams, create bold strategic plans, and design powerful fundraising programs.

WUWM is an Equal Opportunity Employer and is seeking a diverse slate of candidates for formal consideration.