



LEADERSHIP PROFILE



Chief Content Officer Georgia Public Broadcasting (GPB MEDIA) Atlanta, GA

To create, produce and distribute high quality programs and services that educate, inform and entertain our audiences and enrich the quality of their lives. *Mission of GPB MEDIA*

THE OPPORTUNITY

Georgia Public Broadcasting (GPB MEDIA) is Georgia's leading provider of public media on television, radio and innovative digital platforms, with a dynamic and growing digital education component. Each week, GPB Media reaches over 2.6 million Georgians, including 1.7 million unique viewers in metro Atlanta. GPB is a dynamic and continuously evolving media entity.



This is a time of promise at GPB. The third largest PBS member station by population reach, and a thriving multi-station NPR network, GPB is among the most innovative and growing public media companies in the country. In 2017, GPB won Station of Excellence for the third time in five years, and 15 awards overall, at the Southeast Emmy Awards. GPB reaches nearly 100% of Georgians with outstanding PBS, NPR and original content on 9 television and 18 radio stations, in-demand digital education as well as a high-engagement digital presence. Additionally, GPB has 5 fully-functional television studios and has recently renovated its radio studios and newsroom to the most modern standards for innovative practices.

Building upon this momentum, CEO Teya Ryan has announced the new position of Chief Content Officer. The Chief Content Officer (CCO) has an exciting mandate: to provide leadership for next-level audience experience, engagement and growth in an ever-evolving media landscape. The CCO will

create innovative, thoughtful new ways to leverage GPB's extraordinary content across platforms, in partnership with the CEO and the VPs of TV, radio, sports, production and digital education.

The Chief Content Officer will play a key role in GPB's next phase of growth. GPB has been a pioneer among public media companies in cutting-edge content and audience engagement on diverse platforms. Effective multi-platform strategy for enhanced user experience is a growing edge for media companies. By creating the CCO role, GPB is evolving its structure to stay in the vanguard of ongoing changes in media habits and consumption.



The Chief Content Officer will facilitate new levels of excellence and user experience. The CCO will cast a thoughtful vision and inspire GPB-wide opportunities originating at the conception stage of content development. By taking smart risks, identifying cross-platform opportunities and bringing new ideas to life, the CCO will amplify GPB's ability to engage and grow audiences.

THE ORGANIZATION

In addition to providing Georgians with high-quality lifelong learning experiences offered through PBS and NPR, GPB is an innovative originator of content on television, radio and digital platforms.

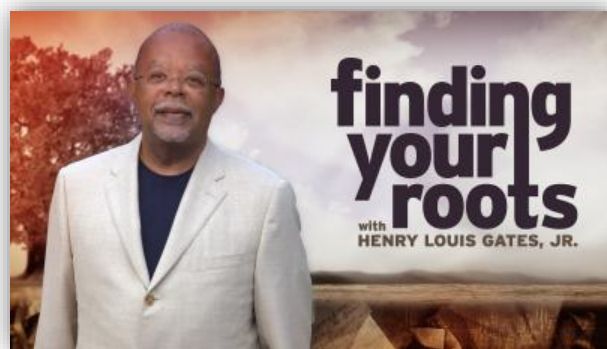


Popular GPB original television productions include "Football Fridays," "Georgia Outdoors," "Lawmakers," "Hometown Georgia" and "A Seat at the Table," a weekly television series featuring the diverse experiences, perspectives and challenges of African-American women. Additionally, GPB Radio produces a number of original radio programs daily and weekly including "Two Way Street," "On Second Thought" and "Political Rewind." GPB Sports generates the largest high school sports audience in Atlanta and the state, with over 5.3 million impressions across multiple platforms including broadcast, digital, mobile, social media and local activation.



GPB provides valued, must-have digital content for teachers and students. More than 80,000 teachers and countless students enjoy free access to 125,000 online learning resources including games, virtual field trips and the GPB-produced “Georgia Studies Digital Collection.” This collection brings an innovative, interactive experience to telling the story of Georgia’s history, culture, and geography and includes over thirty virtual field trips, a “Georgia Race Through Time” adventure game, and a video series.

Consistent with the vibrancy of GPB’s offerings, membership is engaged and growing. In the last three years, membership has grown by 55% to 64,000. Fundraising has almost doubled since 2014, to over \$7.8 million this year. Sustainers and relationship-based supporters represent a growing element, currently about 40% of revenue.



At this time of promise, GPB is poised to take audience experience, growth, participation and impact to new levels through proven and imaginative new approaches across platforms. **It is the CCO’s bold, compelling mandate to inspire and facilitate this next transformation.**

For more about GPB MEDIA, visit www.GPB.org.

THE CCO MANDATE

The Chief Content Officer will lead content strategy and create stimulating, engaging and vibrant new user experiences. The CCO will be a proven, experienced media strategist, operator and leader attuned to changes and opportunities on the horizon. She or he will have a broad-gauge media background in contexts relevant to GPB’s mission, content and aspirations.

The Chief Content Officer will be credible, courageous, innovative and collaborative—a leader others seek out and enjoy working with.

The Chief Content Officer (CCO) will:

1. Be a collaborative leader of vision, strategy and content creation.

The CCO will have practical media experience and cross-platform expertise. She or he will be or become deeply familiar with GPB content, storytelling and audiences. The CCO will inspire and leverage synergies across TV, radio, digital and education audiences and platforms. The CCO will be passionate about the current and potential impact of public media. She or he will be a collaborative, inspiring leader, innovator and convener of creative engagement and results.



2. Enhance user experience across platforms. The CCO will have big-picture understanding of current and emerging audience engagement with media. She or he will be knowledgeable about diverse media platforms, processes and technologies. The CCO will enhance user experience by leveraging current content and new initiatives in relevant cross-platform ways, piloting ideas and applying technology solutions.

3. Drive audience growth. The CCO will leverage current and future content in ways that attract more viewers, listeners, participants, supporters and partners for GPB. The CCO will



balance best practices, innovation and judicious risk-taking to enhance GPB's offerings in order to capture the imagination of current and new audiences, and to drive incremental engagement, frequency of interaction and growth.

4. Be an effective manager of people and innovation. The CCO will enjoy working in an environment where innovation is highly valued. She or he will be an energizing, go-to resource for the CEO and leaders of the GPB media and production entities. A team builder, systems thinker and source of ideas, the CCO will have passion for content and innovation as well as effective process. The CCO will be adaptive, resilient and able to resolve conflict. She or he will build and encourage collaborative, high-performing and accountable teams. The CCO will have a record of achieving high quality and realizing efficiencies in contexts relevant to GPB.

5. Build a culture of collaboration and success. The CCO will assist GPB's transition to a more collaborative, can-do culture that values big thinking, creativity and cross-platform successes. By listening well, developing a compelling vision and plan, and creating an environment that engenders cooperation and imagination, the CCO will coalesce a high-performing team that collaborates and achieves new levels of success.

PERSONAL CHARACTERISTICS

The ideal candidate is a dynamic team builder with the expertise, vision and personality to take GPB content to the next level. The CCO will be able to advance an engaging, innovative vision for leveraging content in exciting ways across audiences and platforms.



Assets being sought include proven experience with media content, production and distribution, and appreciation for the creative, technical and talent elements of content development. Public media experience is valued but not mandatory.

Personal assets include the ability to inspire and lead collaboratively, and to balance competing needs and priorities.

The CCO will have:

- A leadership style that is open, trustworthy and engaging
- Ability to motivate people and bring them together around vision, strategy and clear expectations
- Ability to lead transformation and inspire commitment
- Clear, compelling communication and storytelling ability, with exceptional oral and written presentation skills
- Ability to mediate and resolve conflict
- Ability to be both responsive and proactive
- Ability to turn ideas into action and achieve a high-quality product
- Ability to delegate, coach and inspire others to grow
- An entrepreneurial spirit able to stretch, try new things and take risks
- Ability to listen and manage well, and to make everyone feel valued
- Passion for GPB's mission and public media

THE RELATIONSHIPS

The Chief Content Officer (CCO) reports to President and CEO Teya Ryan, is part of the GPB Executive Leadership Team and manages a group of approximately 15. The CCO:

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| Manages areas including: | <ul style="list-style-type: none">• TV Programming & Acquisitions• Original Productions• Radio and News Content• Education and Digital Media• Sports• Field and Studio Production |
| Other key relationships include: | <ul style="list-style-type: none">• Leadership Team colleagues including CDO & External Affairs, CFO, VP of Human Resources and CTO• The GPB MEDIA Board and relevant committees• Donors• Statewide audiences and public-at-large• The national public media community• Partners, advertisers and vendors |

THE LOCATION



GPB's main campus is in the heart of midtown Atlanta, a world-class city with a dynamic history. Regularly cited for its livability, the Atlanta area is home to over five million residents. Atlanta is a major business city and the primary transportation hub of the southeast, with the world's busiest airport and headquarters of 11

Fortune 500 companies as well as major educational institutions and prominent nonprofits. Information on Atlanta at www.atlanta.net.

For potential consideration or to suggest a potential candidate, email
GPBMEDIA@BoardWalkConsulting.com

or call

**Kathy Bremer or Ayanna Hunt at 404-BoardWalk
(404-262-7392).**

For the current status of this and other searches, please visit
www.BoardWalkConsulting.com
