

## **BIO SKETCHES**

### **ERPM FALL MEETING**

**OCTOBER 27 – 29, 2009 | HOLIDAY INN CENTER CITY | CHARLOTTE, NC**

**JOAQUIN ALVARADO**, Senior Vice President, Diversity and Innovation, CPB  
<http://www.cpb.org/aboutcpb/leadership/executives/alvarado.html>

As Senior Vice President for Diversity and Innovation, Joaquin Alvarado provides strategic guidance and leadership to strengthen CPB's capacity in serving as a catalyst for innovation and inclusion with public media, as well as broadening the reach and diversity of public media's audience.

Previously, he was the founding director of the Institute for Next Generation Internet (INGI) at San Francisco State University. Under his direction, INGI formed San Francisco's Digital Media Advisory Council and Digital Sister Cities initiative to connect communities around the world in efforts to stimulate economic development, innovation and diversity.

Alvarado is the author of "Contemporary Chicana and Chicano Art Volumes 1 & 2" and the writer and director of the film "The Silent Cross." He holds a B.A. in Chicano Studies from U.C. Berkeley and an M.F.A. from the UCLA School of Film, Television and Digital Media.

**DR. ELLA L. J. EDMONDSON BELL**, Associate Professor of Business Administration, Tuck School at Dartmouth College.

Professor Bell previously was an Associate Professor of Organizational Behavior at the Belk College of Business Administration, University of North Carolina at Charlotte. Prior to this appointment, Professor Bell was an Assistant Professor of Organizational Studies for five years at the Sloan School of Management, Massachusetts Institute of Technology. Professor Bell received her Ph.D. in Organizational Behavior from Case Western Reserve University. Professor Bell has served on the faculties of Yale's School of Organization and Management (1986-1991), and the University of Massachusetts at Amherst (1990-1991). She was a Visiting-Scholar-in-Residence at the Bunting Institute, an interdisciplinary research center for women at Radcliff College and Harvard University.

Professor Bell's research has focused on the career and life histories of professional African-American and European-American women. She is currently inquiring into issues of work life balance among women. Her scholarly work has been reported in the Wall Street Journal, The Boston Globe, The Los Angeles Times, The Charlotte Business Journal, The Christian Science Monitor, Newsweek, Working Women,

Business Week, Black Enterprise and Essence Magazines. She is considered by industry and the academy to be one of the leading experts in organizational change, and the management of race, gender and class in organizational life. She has published widely in management journals and she has authored several book chapters. Along with her colleague, Dr. Stella M. Nkomo, she has written a book, *Our Separate Ways, Black and White Women and the Struggle for Professional Identity*, published in June, 2001 by the Harvard Business School Press. She has served as a consultant to Fortune 500 companies and public institutions, including: Salomon Smith Barney, Proctor and Gamble, General Electric, Merridan Bank, General Foods, Southern New England Telephone Company, The New York Public Library, United Way Services, The Department of Labor, and Loyola College. In addition, she appeared on CNN'S *Democracy in America '96* as a nationally recognized expert of race relations in the workplace.

**ROBERT BOLE**, Vice President, Digital Media Strategy, CPB  
<http://www.cpb.org/aboutcpb/leadership/executives/bole.html>

Robert Bole is Vice President of Digital Media Strategy at the Corporation for Public Broadcasting. He leads the development and execution of CPB's strategy for investing in digital media.

Previously, Bole served as the Senior Vice President of Media for One Economy Corporation, a global nonprofit organization that uses technology and online content to help low-income people improve their lives and enter the economic mainstream. Working at One Economy for nearly nine years, he helped launch the Beehive, an online platform that connected over 15 million low-income families to information to healthcare, financial services, education and workforce development. Serving in a variety of positions, Bole helped launch local programs in over 45 communities, as well as four additional media properties, most notably the Public Internet Channel.

Bole has over seventeen years of experience in managing nonprofit programs, including work for The Enterprise Foundation, the city of Portland, and the city of Philadelphia. He has an undergraduate degree from George Washington University and a Master's from University of Pennsylvania.

**ARTHUR COHEN**, President, Public Radio Program Director's Association  
<http://www.prpd.org/aboutus/staff.aspx>

Arthur Cohen, veteran public radio programmer and manager, was named PRPD President in September, 2006. The PRPD national office is based in Hamilton, NY near Syracuse. His association with PRPD dates back to 1989 when he joined the PRPD Board of which he was a member for 10 years. As a consultant to PRPD from 2004-06, he organized the [PRPD conferences](#) and developed the [online PD Handbook](#) and [Beyond the Basics](#) training workshop.

Well-known in the public radio system as a skilled programmer and manager, Arthur comes to the PRPD presidency from his company, Whole Station Solutions, where he consulted to public media organizations in the areas of strategic management, program planning, audience research and organizational change. He holds an M.A. in Psychology from California State University, Sacramento.

Arthur served as Vice President of Programming and Operations at WNYC, New York, Vice President, Senior Director of Programming at Minnesota Public Radio, and General Manager of Radio at WETA in Washington, DC, and President of the Radio Research Consortium before launching his consulting business in 2002. He began working in public radio in 1978 as General Manager of KVMR-FM, Nevada City and later KRBD FM, Ketchikan, AK, and Director of Radio, Radio/TV Services at Washington State University, Pullman, WA.

**CHARLES MEYER**, Interim Executive Director, National Center for Media Engagement  
<http://mediaengage.org/>

Charles Meyer is interim executive director of the National Center for Media Engagement. NCME is funded by the Corporation for Public Broadcasting to strengthen public media's ability to engage in the civic life of local communities.

Prior to NCME, Meyer spent six years as managing director for Best Practices in Journalism, an initiative to help local public and commercial stations improve their coverage of politics, campaigns and elections. Among other resources, BPJ undertook a special initiative focused on editorial integrity. In 1999, Meyer served as assistant project director for *Safe Night USA*, a Gabriel Award-winning national outreach campaign that culminated with a live program simulcast on PBS and BET. Meyer also produced for the children's series *Get Real!*, eventually serving as supervising producer. In 1996, Meyer led a production crew on a two-week shoot in a Costa Rican rainforest. The series, which aired on scores of commercial and public stations, earned numerous honors, including several Gabriel Awards, Parents' Choice Honors, and six Emmy Awards. Meyer holds a BA and an Executive MBA from the University of Wisconsin.

**CHRIS MCLEOD**, J.D., Vice President, The Greater Charlotte Cultural Trust  
<http://www.fftc.org/Page.aspx?pid=947>

As Vice President of The Greater Charlotte Cultural Trust, Chris McLeod works with the Arts & Science Council of Charlotte-Mecklenburg as well as the staff and boards of 24 Mecklenburg County arts, science, history and heritage organizations to build endowments through planned giving. The Greater Charlotte Trust invests and manages cultural endowments in excess of \$100 million and is the largest supporting foundation of Foundation For The Carolinas.

An attorney with fifteen years of fundraising experience, Chris has worked with senior executives of Fortune 500 companies, private foundations and major gift donors on behalf of small nonprofits and the University of North Carolina at Chapel Hill.

Chris is Chair for Leave A Legacy Charlotte Region and a member of the National Committee of Planned Giving, the North Carolina Planned Giving Council and the Association of Fundraising Professionals. Chris holds a B.A. in Political Science from Wheaton College in Norton, Massachusetts and a J.D. from American University in Washington, D.C.

**MICHAEL RIKSEN**, VP for Policy & Representation, National Public Radio  
<http://www.npr.org/templates/story/story.php?storyId=2101476>

Mike Riksen joined NPR as Vice President for Policy and Representation in March 2003, to enhance public radio's political support and advance its policy objectives. Riksen brings to public radio 25 years of experience and expertise in representing private sector entities before the Congress, executive departments, and regulatory agencies.

Prior to accepting his position at NPR, Riksen was director of government relations for Harris Corporation, a wireless communications equipment company with a significant presence in the broadcast equipment and systems marketplace. He has served in leadership positions in trade associations and on several federal advisory panels, most recently as a private sector coordinator of the Federal Communications Commission's Media Security and Reliability Council. Additionally, his work experience includes serving in senior staff positions for two U.S. Representatives.

Riksen graduated from Hope College, in Holland, Michigan, with a degree in religion. He and his wife Janet, who works for WETA television and radio in fundraising, live in Alexandria, Virginia.

**VIVAN SCHILLER**, President & CEO, National Public Radio  
<http://www.npr.org/templates/story/story.php?storyId=99152497>

A media executive and journalist with more than 20 years experience in the industry, Vivian Schiller joined NPR as President and CEO on January 5, 2009. She comes to NPR from The New York Times Company where she served as Senior Vice President and General Manager of NYTimes.com.

As President and CEO, Schiller oversees all NPR operations and initiatives, including the organization's critical partnerships with our 800+ member stations, and their service to the more than 26 million people who listen to NPR programming every week. Schiller is charged with assuring the fiscal and operational integrity of NPR, offering a clear and strong commitment to continuous strategic growth, and building the

organization and its philanthropic base in ways that support the mission of NPR and stations.

During her tenure at The New York Times, she led the day-to-day operations of NYTimes.com, the largest newspaper website on the Internet, overseeing product, technology, marketing, classifieds, strategic planning, and business development. Before joining NYTimes.com, Schiller spent four years as Senior Vice President and General Manager of the Discovery Times Channel, a joint venture of The New York Times and Discovery Communications. Under her leadership, Discovery Times Channel tripled its distribution while achieving critical acclaim for its award winning journalistic programming.

Previously, Schiller served as Senior Vice President of CNN Productions, where she led CNN's long-form programming efforts. Documentaries and series produced under her auspices earned multiple honors, including two Peabody Awards, two Alfred I. DuPont-Columbia University Awards, and five Emmys. Schiller began her career as a simultaneous Russian interpreter in the former Soviet Union, which led her to documentary production work for Turner Broadcasting.

As President, Schiller is also an ex officio member of the NPR Board.

**ANDREA J. STEVENSON**, President and Executive Director, Community School of the Arts

<http://www.csarts.org/>

Andrea Stevenson oversees the programmatic, financial, strategic and administrative operations of Community School of the Arts. She has served as President and Executive Director since March 2007.

Andi previously spent twelve years working in art museums and performing arts centers, including serving as a Vice President of the Kimmel Center for the Performing Arts in Philadelphia, the Director of Facility Planning for the Dallas Center for the Performing Arts, events manager for Bass Performance Hall in Fort Worth, and grants manager for the Amon Carter Museum of American Art in Fort Worth. While in Philadelphia, she was named one of the city's "40 Under 40" by the Philadelphia Business Journal. She served for several years on the performing arts center industry's national steering committee, spoke at conferences and workshops, and served on grant panels for local and regional arts funders.

Andi is a member of the Women's Impact Fund, serving on its 2008/2009 grants committee and its 2009/2010 education committee. She currently volunteers for the Humane Society of Charlotte in their dog socialization program and serves on the Weekday Preschool Board of First Baptist Church of Monroe, NC. For a week each summer, she volunteers as an instructor for Presidential Classroom in Washington, D.C., teaching international high school students about democracy and civic

responsibility. She is a former member of the board of governors of the Senior Executive Symposium at Cornell University, a three-year seminar curriculum for senior facility management executives.

Andi earned a B.A. in English and political science from Texas A&M University and is currently enrolled in the Queens University of Charlotte MBA program. A native of Fort Worth, Texas, she is married to John H. Hewett and has two adult stepsons.

**BRUCE THERIAULT**, Senior Vice President, Radio, CPB

<http://www.cpb.org/aboutcpb/leadership/executives/theriault.html>

Bruce Theriault joined CPB as Senior Vice President, Radio in February 2007 from Bolder Strategies, a Boulder, Colorado-based consulting firm for nonprofit organizations he founded and headed. Theriault's recent experience in public broadcasting also includes stints as a co-Managing Director of Public Radio Capital, which he helped launch as a separate operating organization, and at the Station Resource Group, where he directed the planning stage of a major strategic services initiative for public radio. Theriault spent 13 years as Senior Vice President of Public Radio International, where he directed activities in business and contract negotiations, strategic planning, communications, affiliate relations, broadcast services, satellite radio, and new business development and played a central role in content and network development for public broadcasting's online application service provider, Public Interactive.

Other highlights of Theriault's career include managing KTOO-FM and KRBD-FM in Alaska, where he co-founded and served five terms as President of Alaska Public Radio Network, and helped establish and then served three years as Chairperson of the National Federation of Community Broadcasters (NFCB).

Theriault holds an M.A. in Public Administration from the Kennedy School of Government at Harvard University, as well as certificates from several other advanced study programs. He earned a B.S. Degree in Education from Southern Connecticut State University, with a minor in Psychology.

**TOM THOMAS**, co-CEO, Station Resource Group

<http://www.srg.org>

Tom Thomas has played a central role in the creation, growth, and long-term success of America's public radio service. He has helped shape national policies – in Congress, at federal agencies, and at the Corporation for Public Broadcasting and National Public Radio. He has advanced strategic thinking about public radio's programming, funding, technology, and public service mission. He has launched four national organizations that serve public radio and helped establish many new stations throughout the country. He advises the field's leading local broadcasters.

He has authored comprehensive studies of public radio's listeners and programming, an overview of strategies for system expansion, and The Public Radio Legal Handbook. As a founding executive of the National Federation of Community Broadcasters, he established community-based radio and stations operated by people of color as integral contributors to public radio's overall service.

His work has been recognized by CPB's Edward R. Murrow Award, America's highest public radio honor, CPB's first Distinguished Service Award, NPR's Elson Award for Distinguished Service and Latinos in Public Radio's Lifetime Achievement Award.

**KINSEY WILSON**, Senior Vice President and General Manager, NPR Digital Media  
<http://www.npr.org/templates/story/story.php?storyId=97506803>

Kinsey Wilson has played a leadership role in digital media for more than a decade. As a senior news executive he has provided strategic and operational oversight of print and online news operations and been a leader in industry organizations during a period of rapid technological and cultural change.

He joined NPR as Senior Vice President and General Manager of Digital Media in October 2008, with responsibility for NPR's web, podcasting and mobile operations. With Ellen Weiss, NPR's Senior Vice President for News, he oversees the online news and music staffs.

Wilson began his journalism career at Chicago's legendary City News Bureau where he covered cops and worked the overnight desk. He was a print reporter for 15 years, seven of them at Newsday, before he made the leap to online media in 1995. Immediately prior to joining NPR, Wilson was executive editor of USA TODAY, with shared responsibility for strategic planning, product development and day-to-day news management of one of the nation's most widely read news publications. He played a key role in the merger of the 500-person print and online news staff and helped spearhead an award-winning redesign of the website. Under his leadership, USATODAY.com was an early pioneer in the integration of social media and the recipient of numerous awards, including the 2007 Online News Association award for general excellence.

From 2000-2005, Wilson was Vice President and Editor-in-Chief of USATODAY.com. He expanded the mission and staffing of the site, developed third-party partnerships and led the staff through coverage of major news events including the disputed 2000 presidential election, the 9/11 attacks on New York and Washington, the Iraq War and Hurricane Katrina.

From 1995 to 2000, Wilson served in a variety of senior management positions at Congressional Quarterly, where he helped spearhead the company's early web strategy.

He is past president of the Online News Association (2007), chaired the national advisory board of the Poynter Institute from 2006-2008 and served as a juror for the 2008 Pulitzer Prizes in journalism. He currently serves on the advisory board to the journalism school at the State University of New York at Stony Brook.

Wilson received a bachelor's degree in political science from the University of Chicago in 1979, specializing in African studies.