

## **BIO SKETCHES**

**ANN ALQUIST** serves as the Director of Radio Engagement at the National Center for Media Engagement. She engages the public radio community and consults closely with stations, content producers, and public radio organizations as they develop new and innovative approaches to effectively engaging communities. Prior to working at NCME, Ann was the news director at KFAI Radio, co-founder of the Twin Cities Daily Planet, a participatory journalism website in Minnesota, and a Young American Fulbright Journalism Fellow in Germany.

**HECTOR BAUZÁ** is President and CEO of Bauzá & Associates Hispanic Marketing. A Hispanic marketing veteran with more than 25 years of experience, he brings the unique combination of working for and owning Hispanic marketing agencies, corporate as well as the Spanish-language media. Hector has worked with national accounts such as Bacardi - Ron Castillo, Banana Boat, Playtex, Budweiser, Isuzu, Universal Studios and Disney Parks Florida, and Amigo Supermarkets (Second largest Supermarket chain in Puerto Rico). From the time he was 24, when he opened his first Hispanic advertising agency, to his time at Saatchi and Saatchi Puerto Rico and as a general manager at radio stations in Orlando and Tampa and Univision affiliates in New England, Hector has been at the forefront of the Hispanic marketing industry.

**DEBBIE ELIASON** became the first full-time planned giving officer at WAMU 88.5 in Washington D.C. in January 2011. She is responsible for spearheading the station's planned giving efforts as a member of the major giving team. Debbie came to WAMU from WHRO in Norfolk, VA, where she served for more than five years as the dual-licensee's director of major gifts and planned giving. She has also served as Director of Special Campaigns at the U.S. Holocaust Memorial Museum in Washington and as a development associate at the Alabama Shakespeare Festival. She has held marketing positions at the George Washington University, the University of Oklahoma and the University of Maryland. Debbie is a member of the Professional Organization of English Majors (B.A., UM) and holds a Master of Human Relations from the University of Oklahoma. Debbie is a member of the Association of Fundraising Professionals, the Partnership for Philanthropic Planning and the National Capital Gift Planning Council. She holds out hope that someday NPR will call her to say they need a replacement for Susan Stamberg so Debbie can live out her days filing special reports from hardship duty in France.

**DAVE EDWARDS** has been Director/General Manager of WUWM Milwaukee Public Radio since 1985. Under his leadership, the station has expanded its local programming efforts, community based fund raising and partnerships with many organizations in Southeastern Wisconsin. During that time, WUWM has been the most listened to public radio station in Southeastern Wisconsin. In 2010, the station was recognized as "Best Radio Station of the Year" by the Wisconsin Broadcasters Association and "Best Radio News Operation of the Year" by the Milwaukee Press Club. In addition to his work at WUWM, Edwards is the Chairman of the National Public Radio Board of Directors. He also serves as Chairman of the Radio Research Consortium Board of Directors and is on the Board of Directors of the University Station Alliance. He has held board positions on the Station Resource Group and Public Radio In Mid-America. Edwards also served as a consultant to public radio stations around the country. Prior to 1985, Edwards' professional career included stints as a radio program manager, news director, news reporter, and anchor for public radio, commercial radio, and television stations. Edwards is also involved in civic activities including the Milwaukee Rotary Club. In addition, he served for 15 years as an elected member of the Franklin, WI, Board of School Directors including seven years as its president. He teaches courses in professional communications and journalism for Alverno College and has been an instructor at the University of Wisconsin – Milwaukee.

**JEANNE FISHER**, Vice President for Radio at WXXI Public Broadcasting in Rochester New York, oversees WXXI-AM, the NPR News station; WXXI-FM, Rochester's all classical station; WRUR-FM, the News/AAA Music Station; WITH-FM, a new AAA Music Station in Ithaca; and Reachout Radio, a reading

service for people who are blind or visually impaired. She is currently Chair of the Executive Committee of Eastern Region Public Media. She has served on the national boards of the Association of Music Personnel in Public Radio and the Public Radio Program Directors Association. In 1999, her original radio drama, *The Voice in the Wilderness*, received a Gabriel Award from Unda-USA. In 2000, the program received a Silver Reel Award from the National Federation of Community Broadcasters (NFCB). Most recently her classical music series, *The Concert Companion*, received a Gabriel Award and a Silver Reel Award from NFCB. Before coming to Rochester, Jeanne was Program Director of the West Virginia Public Radio Network.

**TOM GODELL**'s career spans over 35 years in public radio. He has served as General Manager of WUKY in Lexington KY since 2004. He previously worked as Associate Director of Broadcasting at WSIU, Carbondale IL, Program Director at WLRH, Huntsville and Senior Producer at WBHM in Birmingham. He was written for *Fanfare Magazine* and the *American Record Guide*. His current project is an essay on conductor Serge Koussevitzky for a forthcoming Music & Arts CD set.

**DENISE FRANKLIN** is the General Manager of 88.5 WFDD where, in her words, she has "the privilege of guiding a staff of talented employees who are dedicated to the mission of public radio and community engagement in the Piedmont Triad." She is also the host of *Voices and Viewpoints*, a distinctive interview program in its 9th year of featuring Piedmont area residents whose work or actions have put them on the national or international stage. Denise's journalism career began in Wichita, Kansas. She earned her B.A. in Radio-TV-Film from Wichita State University and her MBA from Wake Forest University. Denise's community service includes a recently completed term as a Board of Trustees member for the University of North Carolina School of the Arts; Board Member for the New Winston Museum; and member of Reynolda Rotary.

**TIA J. GRAHAM, JD**, is the Director of Gift Planning for NPR. In this new role, she is responsible for working collaboratively with public radio stakeholders to build and strengthen the planned giving capacity of NPR and NPR Member Stations. Tia has over ten years of leadership and resource development experience in the non-profit fields of health, education and community philanthropy. The majority of her professional work has been focused on creating and implementing effective strategies for start-up organizations and development operations. Prior to joining the non-profit community, Tia spent ten years in the legal and accounting professions where she developed relevant technical skills and project management experience.

**TIM ISGITT**, Senior Vice President, Communications and Government Affairs, joined CPB in October 2005. He provides strategic guidance to CPB's board of directors and management, and he oversees communications and government affairs. Previously, Isgitt served as special advisor to the Undersecretary of State for Public Diplomacy and Public Affairs, serving as the department's liaison to the Broadcasting Board of Governors as well as the public diplomacy representative to Congress and the White House. Isgitt is a former manager at Burson-Marsteller, a public relations firm in New York. He has worked as a legislative assistant to a Member of Congress, and as an associate in an advocacy firm representing a variety of higher education interests. Isgitt earned his B.A. from Texas A&M University, and his M.A. from The Johns Hopkins University.

**BOB KEMPF** leads Digital Services, a division of NPR, as Vice President and General Manager, with a mission to help stations develop content, expand their online audience and identify new revenue opportunities in their markets. Kempf oversees the Digital Services group, which works closely with NPR's Digital Media division to deepen the collaboration between NPR and member stations and further NPR's goal of developing a multi-platform, local-national news network. Prior to joining NPR in 2010, Kempf served as Vice President of product and technology at Boston.com, the website of The Boston Globe, where he was responsible for product strategy, development and execution. As one of the architects of the Boston.com and The Boston Globe two-brand strategy, Kempf helped to design an extension to the company's digital footprint across multiple platforms and drive incremental digital subscription revenue. Prior to joining Boston.com in 2006, Kempf served as the interactive media vice president at Gatehouse

Media New England, where he developed and implemented WickedLocal.com, a sustainable community web strategy. The site became a successful network of hyper-local community news sites which was recognized by a SNA Innovator of the Year Award in 2006. Kempf has been developing and implementing Internet strategies for newspaper companies since 1999. He served as the Internet product development director at Ottaway Newspapers, Inc, a subsidiary of Dow Jones. Prior to this, he held the position of internet business development manager at the Cape Cod Times. Before jumping into the news media industry, Kempf consulted on internet business development, ran an independent record label and taught media courses at Emerson College. He also has an extensive background in book publishing, having been national sales manager at Houghton Mifflin in Boston. Kempf is a 1976 graduate of Boston College where he received a degree in political science and philosophy. He was a 2010 fellow in the Punch Sulzberger News Media Executive Leadership Program at Columbia University.

**ELLEN M. LANDIS, PH.D., LMFT**, is a Founder and the Executive Director of Sharevision Inc. counseling and consulting group devoted to blending collaboration and creativity into new forms of Aesthetic Action. A thought leader on trauma and resilience among professionals, Dr. Landis teaches and consults in the U.S. and abroad. She is a licensed marriage and family therapist with an institutional and private practice, a board certified dance movement therapist, published author, adjunct faculty in Lesley University's Expressive Therapies Program, counsel to the University of Massachusetts Amherst Faculty and Staff Assistance Program, and enthusiastic fan of public radio.

**ERIK LANGNER** joined Public Radio Capital in 2005. As Director of Acquisitions and Legal Affairs, Erik is primarily responsible for managing brokerage, acquisition and financing transactions for PRC and its clients. Since joining PRC, Erik has structured more than \$200 million of transactions, and represented more than four dozen public broadcasters. Before working in public radio, Erik was an associate at the law firms of Latham and Watkins in San Francisco and Kirkland and Ellis in New York, where he gained extensive transactional experience negotiating and structuring private equity fund acquisitions. Prior to this, Erik worked at the United Nations Office of the High Commissioner for Human Rights in Geneva, where he advocated the human rights implications of burdening a developing country with excessive levels of foreign debt. Erik graduated cum laude from the Northwestern University School of Law.

**ROBERT D. MARX** is a Professor of Management at the Isenberg School of Management, University of Massachusetts Amherst, and a Visiting Professor, with formal affiliation at the Athens Graduate Business School (ALBA), Athens Greece. Robert Marx is the co-author of *The Virtuous Organization: Insights from Some of the World's Leading Management Thinkers*, *The Wisdom of Solomon at Work: Ancient Virtues for Living and Leading Today*, and of *Management Live: The Video Book*. He has twice served as the Board Chair of the OBTS Teaching Society for Management Educators, an international organization focused on excellence in management education. He is the recipient of the 2005 Distinguished Teaching Award at the University of Massachusetts, a lifetime achievement award honoring significant contributions to the teaching mission of the University and beyond. Professor Marx teaches regularly in several outstanding international graduate programs including the Athens Graduate Business School, Athens, Greece, The Mediterranean School of Business in Tunis, Tunisia, SIMBA, The Shanghai International MBA at Tongji University, Shanghai, China and the ENPC School of International Management, Paris, France. Dr. Marx is a trainer and consultant to organizations in both the public and private sector in the United States and abroad. He consults on issues of leadership, teamwork, communication, improving skill retention in management training, and virtuousness in organizations. He is a regular contributor to executive programs at The Leading in Health Care (LHC) Program at the Cleveland Clinic, Cleveland, Ohio, and the Professional Development Program (PDP) at the School of Hotel Administration at Cornell University, Ithaca, NY. Recent international Executive Programs include Carrefour, the largest retailer in Europe, Novo Nordisk Pharmaceuticals, and Tasty Foods (Lays brand in Greece).

**STEVE MULDER**, Director of User Experience & Analytics, is dedicated to ensuring that the online experience we create for stations and for listeners is useful and usable – and that we are constantly measuring

how we are doing. Steve brings 15 years of experience in design, information architecture, consumer research, usability, and digital strategy, most recently working at interactive agency Isobar with organizations such as Nokia, Fidelity, Samsung, and TripAdvisor. He is the author of *The User Is Always Right: A Practical Guide to Creating and Using Personas for the Web* and a regular speaker at web conferences.

**MIKE RIKSEN** has been Vice President for Policy and Representation for NPR since 2003. He is responsible for policy development, advocacy, station and community engagement plans for NPR and the public radio system. Riksen's primary focus is on development of public policy, advocacy, and communications plans to increase the effectiveness of public radio's service to communities and its outreach to community leaders, supporters, and federal policy officials. He works with a cross-disciplinary team of advocacy and policy specialists to identify and address priority areas of concern including broadcasting, communications, and telecommunications policy initiatives; technology policy with implications for public radio's digital radio and digital distribution objectives; federal appropriations to member stations; and, digital rights and related copyright legislation for public media entities. Previously in his career, Riksen led activities in the Washington office for a Fortune 500 company with primary emphasis on commercial wireless and international trade arenas. He has successfully developed and implemented regulatory and legislative positions in diverse policy areas including tax, trade, appropriations, broadcast, and telecommunications. He has also been the principal adviser to and manager of corporate political action committees. Riksen earned a B.A. degree in religion from Hope College.

**MIKE STARLING** serves as Executive Director of the Technology Research Center and NPR Labs. He is responsible for spearheading new public service technology initiatives on behalf of NPR and NPR member stations. Thanks to his efforts, and the skilled work of his team of engineers and technologists, radio developments in the United States have increasingly focused on new public service outcomes. From multicasting on new HD Radio channels to public service spectrum initiatives and accessible public radio services for the visually and hearing impaired, NPR Labs has been at the forefront of recent broadcast radio developments. Starling's career in broadcasting includes stints at commercial and public radio stations in both management and engineering positions. He was the founder and manager of commercial AM station WKYY in Amherst, Virginia (1976-1980); chief engineer at NPR member station KPBS-FM in San Diego (1980-1989); and an engineering consultant for numerous broadcast facilities in the United States and Africa. Starling was Director of Technical Operations for NPR and led the network's operating transition to the current world headquarters in 1994. Starling was appointed a vice president at NPR in 1998, and he was named CTO in 2002 and Executive Director of NPR Labs in 2005. Starling edited and oversaw the Society of Broadcast Engineers/NPR Certification Handbook in 1991, wrote the chapter on audio reproduction systems for the 1997 Electronics Handbook, and authored the audio recording systems chapter of the 9th and 10th editions of the NAB Engineering Handbook. He is amateur radio operator KB4TM; Board member emeritus of the Richardson Maritime Museum in Cambridge, Maryland; a Board member and Chair of the Radio Subcommittee of the North American Broadcasters Association, a founder of the Association of Public Radio Engineers, and also happens to be a lawyer. Starling is the 2004 recipient of the International Association of Audio Information Services C. Stanley Potter award; was the Tomorrow Radio project leader, which earned NPR a 2005 "Cool Stuff" award; and was also named Engineer of the Year 2005 by Radio World and a multiple recipient of Radio Ink's "Most Admired Engineers in Radio" (2005, 2006, 2009). He also teaches Media and Film Law & Regulation at Towson University.

**JOYCE SLOCUM**, Interim CEO and President of NPR. Joyce joined NPR in July 2008 as Senior Vice President, Legal Affairs, and General Counsel. She is responsible for directing all legal and business activities and the staff of the Office of the General Counsel. In addition, Slocum serves as NPR's Chief Ethics Officer and as Secretary to the NPR Board of Directors. Prior to joining NPR, Slocum was Executive Vice President, Global Legal and Business Affairs, and General Counsel at HIT Entertainment, a leading provider of high-quality children's programming worldwide. There, she oversaw all legal and business affairs aspects of the company's content production, acquisition, and distribution businesses (more than 1,500

hours in its catalogue), directing a 23-person in-house legal team. Slocum assumed the role at HIT in 2001, when it acquired ownership of Lyrick Corporation, a privately owned entertainment company that she joined in 1994 to establish that company's first in-house legal department. Following the HIT/Lyrick acquisition, the combined companies' legal and business affairs worldwide were consolidated under Slocum's leadership. She was a key participant in bringing together HIT, PBS, Sesame Workshop, and Comcast Cable to establish the 24/7 pre-school children's channel PBS Kids Sprout. Launched in 2005, Sprout is now available on digital cable and satellite to over 45 million homes. Slocum also played a critical role in HIT's acquisition of Gullane Entertainment, a publicly traded UK company which owned the Guinness World Records and Thomas the Tank Engine properties, among others, and in acquiring representation rights for other famous properties. From 1984 to 1994, Slocum was staff attorney for The Southland Corporation, where her work included international licensing and franchising, involvement with the company's business expansion, and serving as a liaison between the company and its licensees, franchise owners' groups, community groups, and government officials. Slocum's early legal career was as an associate at the firm Johnson & Swanson in Dallas. She received her B.A. from Southern Illinois University and her J.D. cum laude from St. Louis University School of Law.

**BRUCE THERIAULT** joined CPB as Senior Vice President, Radio in 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 and establishing and then serving three years as Chairperson of the 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.

**MATT THOMPSON** is the editorial product manager for NPR's Project Argo. He's also on the adjunct faculty of the Poynter Institute, and serves on the board of directors for the Center for Public Integrity. In 2008, he was a Donald W. Reynolds Fellow at the Reynolds Journalism Institute in Missouri. Previously, he worked for the Minneapolis Star Tribune, where he launched the Edgie-award-winning arts-and-entertainment site Vita.mn, as well as the Knight Foundation and the Fresno Bee. Ask him about the senior thesis on Buffy the Vampire Slayer that earned him a Harvard English degree.

**KINSEY WILSON** is the Senior Vice President and General Manager, NPR Digital Media and has played a leadership role in digital media for more than a decade. 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 and he oversees the online news and music staffs. 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. 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.

**STEVE YASKO** is the General Manager of WTMD. He has been with the station since its shift to Triple-A format in 2002. WTMD's First Thursdays Concerts in the Park have become one of the most important summertime musical events in Baltimore. A 1984 graduate of The American University, Steve is a 20-year veteran of public radio. He has worked at NPR for five years in member and program services, launched the national distribution of WAMU's The Diane Rehm Show and has supervised other national programs. Under Steve's leadership, WTMD has grown tenfold in budget size and has been voted Best Radio Station for Music almost a dozen times by City Paper and Baltimore Magazine.