



General Manager & CEO Lincoln, Nebraska

DRi Waterstone
HUMAN CAPITAL

DRiWaterstone HC
3033 Wilson Blvd., Suite E-537, Arlington, VA 22201
703-294-6684
www.DRiWaterstonehc.com



Nebraska Public Media tells the state’s stories, first-hand, through the voices of the people who live here. With local content plus national programming from PBS and NPR, Nebraska Public Media is the trusted source for meaningful news, sports, education, and culture coverage. Regardless of the story Nebraska Public Media is always telling:

- **Tell Stories with Integrity**, using in-depth, fact-based reporting.
- **Provide Meaning**, always considering the “what” and the “why” of their stories.
- **Connect and Engage** through information that continues the conversation.
- **Educate and Prepare**, with resources that are accessible and equitable.
- **Amplify Diverse Voices** in the community and around the world.
- **Entertain** audiences with content that adds value and reflects community interest.

Nebraska Public Media has productive working relationships with its three governing entities: the State of Nebraska, the University of Nebraska, and the Nebraska Public Media Foundation. These partner institutions understand and help protect the editorial integrity and independence of Nebraska Public Media’s content on all platforms.

Nebraska Public Media is among the most trusted institutions in the state. We believe that the public media occupies a unique space in our culture, offering a non-partisan editorial safe harbor. We operate with the highest journalistic principles, including a commitment to accuracy, fairness, and balance in our content creation and avoiding even the perception of undue influence over distribution decisions or content creation by funding sources.





Mission, Vision, Values

Mission

Our mission is to enrich lives and engage minds by connecting communities and celebrating Nebraska with services that educate and enlighten.

Vision

Connecting and empowering every Nebraskan.

Values

- Our highest value is service to others.
- We strive for the highest degree of editorial integrity and independence.
- We invite, honor, and respond to all ideas.
- We responsibly use and manage public and private resources.
- We provide high-quality content and services.
- We foster an inclusive environment that attracts, develops, and retains a diverse, motivated, and creative staff.
- We address the needs of our diverse communities.
- We pursue excellence in the application of techniques, procedures, and technologies.





BACKYARD FARMER



More than 200 attended the first-ever all-woman expert panel

The Opportunity

Nebraska Public Media seeks exemplary candidates for the role of **General Manager & Chief Executive Officer** who will lead the organization in envisioning and enacting vibrant public media in the state of Nebraska. This individual will also be the Secretary of the Nebraska Educational Telecommunications Commission and the General Manager of Nebraska Public Media. Reporting to the Executive Vice Chancellor at the University of Nebraska-Lincoln and the Nebraska Education Telecommunications Commission, the successful candidate will be expected to provide dynamic leadership in further developing and strengthening the public broadcasting programs and educational offerings of both the University and the Commission for the State. The GM/CEO embodies the integrity and commitment for which Nebraska Public Media is known and leads the effort to foster the collaborative development of programmatic and business initiatives that expand audience and financial support. We are seeking candidates with authenticity, humility, and a sense of humor that sets others at ease. Specific responsibilities include:

Strategic Direction

- Articulate and establish a vision for Nebraska Public Media, ensuring that the organization retains, engages, and secures revenue from current audiences while conducting innovative, effective outreach to diverse new members.
- Cultivate a culture of innovation and enthusiasm for change, heightening Nebraska Public Media's role as an incubator of new sources of content and application of new service delivery and audience engagement platforms.
- Nurture and sustain a commitment to journalistic independence, integrity, and ethics essential to public broadcasting reporting.
- Oversee and administer all activities of the unit including a budget of approximately \$23 million derived from state, federal, and private sources.

Community Relationships

- Effectively serve as the general manager of the Nebraska ETV Network and the Nebraska Public Radio Network as well as the secretary/treasurer for the Nebraska Public Media Foundation for Radio and Television.
- Maintain strong ties with the larger state community and the state legislature.
- Continue the strong ties to the major regional and national public telecommunications offices.
- Participate actively in fundraising activities, serving as a compelling ambassador for Nebraska Public Media's vision to major donors and funders; maintaining and building strong relationships.



The Opportunity

Operational Leadership

- Build, retain, and lead an executive team that includes a Chief Operating Officer, Chief Content Officer, Chief Innovation Officer, and Chief Strategy Officer, setting an outstanding example of trustworthy executive leadership and supportive management and mentorship.
- Foster a culture of staff cohesion, aligning team members around a common strategic vision and empowering them to collaboratively pursue and enact it.
- Foster innovation, leveraging Nebraska Public Media's resources and reputation as a producer of local content and service delivery to stay at the forefront of the industry.
- Oversee the enhancement of talent management to enable Nebraska Public Media to attract and retain a diverse and talented staff.
- Lead the team to develop and manage budgets, cash flow, and technology enhancements.





The Candidate

The General Manager and CEO of Nebraska Public Media will be a confident leader with sophisticated skills and dedication to apply them on behalf of public media throughout the state. They will have a record of engaging diverse and talented staff, inspiring and empowering them to achieve strategic initiatives in an ever-changing field. The successful candidate will have a record of several years of proven administrative experience and strong leadership in positions of increasing responsibility in public media or a related telecommunications business or industry. The ideal General Manager and CEO will be a big-picture thinker who excels at engaging others – both inside and outside an organization – in a shared vision of the future and at turning that vision into collective community-based action. With an authentic style, a keen sense of organizational dynamics, and a dedication to excellence, the General Manager and CEO will combine these skills with a commitment to the contemporary role of public media. Specific qualifications include:

Background

- At least 10 years of experience in senior leadership roles; strong leadership in positions of increasing responsibility in public media or a related telecommunications business or industry is required.
- Bachelor's degree in a relevant discipline required, Masters degree preferred.

Skills and Accomplishments

- Sophistication and savviness in complex media environments, including multi-platform journalism and contemporary public television/radio station structure. Possess an understanding of the production and distribution aspects of public radio and television, ATSC 3.0, and emerging media trends.
- Accomplished record as a passionate public representative of an organization capable of uniting people in imaginative and collaborative partnerships that cultivate programmatic innovation.
- Politically astute and able to unite diverse constituencies; with a record of developing a visionary, holistic, and uplifting institutional identity that excites and energizes stakeholders at all levels to contribute to institutional goals.
- Experience marshaling others to take calculated risks that generate revenue and fully leverage opportunities to integrate fundraising and programmatic initiatives. Track record of participating in fundraising, preferably in a public media environment.



The Candidate

Skills and Accomplishments Continued:

- Must have successful experience working with various constituencies on strategic planning and financial management.
- Proven ability to provide inspirational leadership that makes staff feel valued, motivated, and empowered.
- Compelling vision for the future of public media and an unfailing commitment to integrity in a public media environment.
- Experience working successfully in complex organizations with various governing and advisory bodies and diverse stakeholders.

Personal Characteristics and Leadership Style

- Comfort with change within organizations and sectors, open to new ideas with a tolerance for calculated risk in response to evolving opportunities.
- Demonstrated intellectual and strategic ability to explore new content delivery methods.
- Ability to demonstrate diplomacy and resilience when faced with challenges.
- Keen analytical skills and a sense of creativity necessary to frame and solve problems.
- Highly energetic with the ability to take a long view and balance a sense of urgency and steadfast patience.
- Exceptional communication skills in all registers, including writing, public speaking, and listening.



To learn more and to submit an application, please visit:
<https://driwaterstonehc.com/position/general-manager-ceo-NPM/>

Application

Review of applications begins on May 13, 2024 and will continue on an on-going basis until the position is filled.

Compensation

Nebraska Public Media is committed to equity in its pay practices. Compensation will be commensurate with a candidate's skills, years of experience, and unique background. We welcome the opportunity to discuss salary requirements with potential candidates. Nebraska Public Media is part of the University of Nebraska-Lincoln, which has exceptional benefits, including family tuition benefits.

The University of Nebraska-Lincoln is committed to creating a diverse and inclusive work and learning environment free from discrimination and harassment. UNL is dedicated to creating an environment where everyone feels valued, respected, and included. UNL complies with all local, state, and federal laws prohibiting discrimination, including Title IX, which prohibits discrimination on the basis of sex.

As an EO/AA employer, the University of Nebraska considers qualified applicants for employment without regard to race, color, ethnicity, national origin, sex, pregnancy, sexual orientation, gender, identity, religion, disability, age, genetic information, veteran status, marital status, and/or political affiliation. See <https://www.unl.edu/equity/notice-nondiscrimination>.

About DRiWaterstone

DRiWaterstone is an executive search firm that recruits senior leaders for non-profit and social enterprise organizations. All first-round interviews for this position will take place via video with DRiWaterstone.