

# Position and Candidate Specification



## President and CEO

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December 2023  
Assignment: 50751-002

Public media outlets are faced with an unprecedented opportunity to increase the breadth and depth of their journalism. With an existing network of influence embedded in communities across the state, Oregon Public Broadcasting (OPB) offers a framework to support dynamic news ecosystems throughout Oregon's communities through the delivery of highest-quality, trusted journalism and story-telling accessible to all, that enriches and strengthens communities.

The Chief Executive Officer (CEO) of OPB will inherit and lead an organization respected for its strong brand, loyal base, and contributions to a compelling mission at a critical moment in the sector. As the "Innovator in Chief", OPB's CEO will create the blueprint for OPB's future. With primary responsibility for all creative, operational, and strategic aspects of the organization, they will set and execute a forward-leaning vision that ensures continued community impact through OPB's public service journalism.

## DESIRED OUTCOMES AND PRIORITIES

- **Produces journalism and other content at the highest professional standards** that engages and informs diverse audiences and has impacts in communities across the region.
- **Supports the creation of a responsive audience strategy** that deepens relationships with existing audiences and cultivates the next generation reflective of the region's diversity.
- **Builds a cutting-edge infrastructure**, with process and systems investments that elevate and support internal performance and reflect the operating complexity of OPB.
- **Furthers a commitment to diversity, equity, inclusion, accessibility and belonging** centered on making the organization more inclusive, ensuring that DEIA&B principles are integrated into all aspects of OPB's work, internally and externally.
- **Creates increased internal collaboration** among and between functions and units to maximize the potential of OPB as a cohesive organization that communicates with transparency, promoting cooperation and a unified vision.
- **Enhances external influence**, reputation and partnership cultivation resulting in increased financial and community support and the expansion of diverse audiences.
- **Raises the profile** within and beyond the Pacific Northwest through the excellence of the organization and amplifies OPB's voice in reimagining how communities engage with stories and news.

## LEVERS TO ACHIEVE DESIRED OUTCOMES

- A clearly articulated strategic plan that positions OPB to broaden its impact within the cultural and journalistic news/information ecosystem and grows an engaged and loyal audience.
- Investment in technological innovation that fosters engagement with a digitally sophisticated, technologically savvy, and diverse audience.
- Internal operational focus that ensures the infrastructure is efficient, unified, and effectively serves an increasingly complex range of organizational needs.
- The development of a culture of adaptability, risk-taking, and learning—seek ways for OPB to expand its digital presence and adapt to new platforms that deliver journalistic content to expanding audiences, broaden relationships and engagement with audiences while continuing to serve those who connect with us through traditional channels.
- Advancement of OPB’s equity journey both internally and externally.
- An organizational culture in transition to a more business and performance focused entity through the application of key performance indicators and a structure of accountability.
- Serve as an ambassador connecting OPB’s mission to the overall health and well-being of the region by building and maintaining strong relationships with communities and potential partners.

## IDEAL EXPERIENCE

### **Mission orientation and creative competency**

A passion and respect for journalism and storytelling and a demonstrated appreciation of the organization's public purpose and rigorous standards. A thought leader with a track record of expanding audience engagement and contributing to the growth, development, and sustained impact of the media ecosystem.

### **Organizational leadership**

Experience leading at scale a multi-disciplinary, complex organization. Demonstrated business acumen with experience leading diverse teams of creative and passionate individuals.

### **Relationship building and revenue generation**

Record of successful cultivation and solicitation of philanthropic support from individuals, foundations, and sponsors. Readiness to be strategically engaged in aspects of fundraising activities as a high priority. Demonstrated capability to create and sustain strong partnerships.

### **Technological and digital fluency**

Experience with and understanding of the digital technology and platforms that impact the creation and audience consumption of content. Track record of leading individuals and teams engaged in innovation and social entrepreneurship.

### **Experience serving as the face and voice of an organization**

An inspiring spokesperson who has represented organizations or industries to a range of stakeholders and to the public.

### **Evidenced commitment to core values of diversity, equity, inclusion, accessibility and belonging**

**Bachelor's degree or equivalent combination of education, training, and experience.**

## CRITICAL LEADERSHIP CAPABILITIES

### **Innovative and Strategic Leadership**

In the evolving media landscape and with a goal of broadening the audience base, the CEO will engage the board and senior leadership group in shaping and executing a bold vision that positions the organization to increase its relevance as a leading source of impactful journalism. The next leader will inculcate a spirit of exploration, risk-taking, and flexibility in the organization, encouraging people to think expansively about the opportunities to advance OPB's influence in innovative and financially sustainable ways.

## Organizational Capacity Building

Within a complex, mission-driven organization in which program growth has outpaced the underlying infrastructure, OPB must mature its organizational framework and the resources required to accomplish its ambitious goals. The next CEO will establish priorities focused on both short-term needs and long-term goals and create an organizational structure reflective of the institution's aspirations and resources as well as the need for agility in executing change in a dynamic media landscape.

## Leading People

OPB's talented team is central to its reputation and the successful candidate will have a track record of inspiring and enabling exceptional team effectiveness and individual excellence. The CEO will build a culture with high standards and accountability. The successful candidate will model an abiding commitment to supporting a culture founded in equity where all OPB employees feel a sense of belonging and can do their best work. Additionally, and aligned with OPB's ambitions, the next CEO will encourage discussion, welcome dissenting opinions, be a generous listener, and have the courage to make and communicate difficult decisions.

## Collaborating and Partnering

As a trusted partner and community citizen, OPB's successful CEO will develop trusted, authentic relationships with a wide range of community members, approach conversations with a sense of humility, a penchant for listening, and a desire to understand challenges and opportunities in a shared commitment to the importance of a robust public media enterprise.

## OTHER PERSONAL CHARACTERISTICS

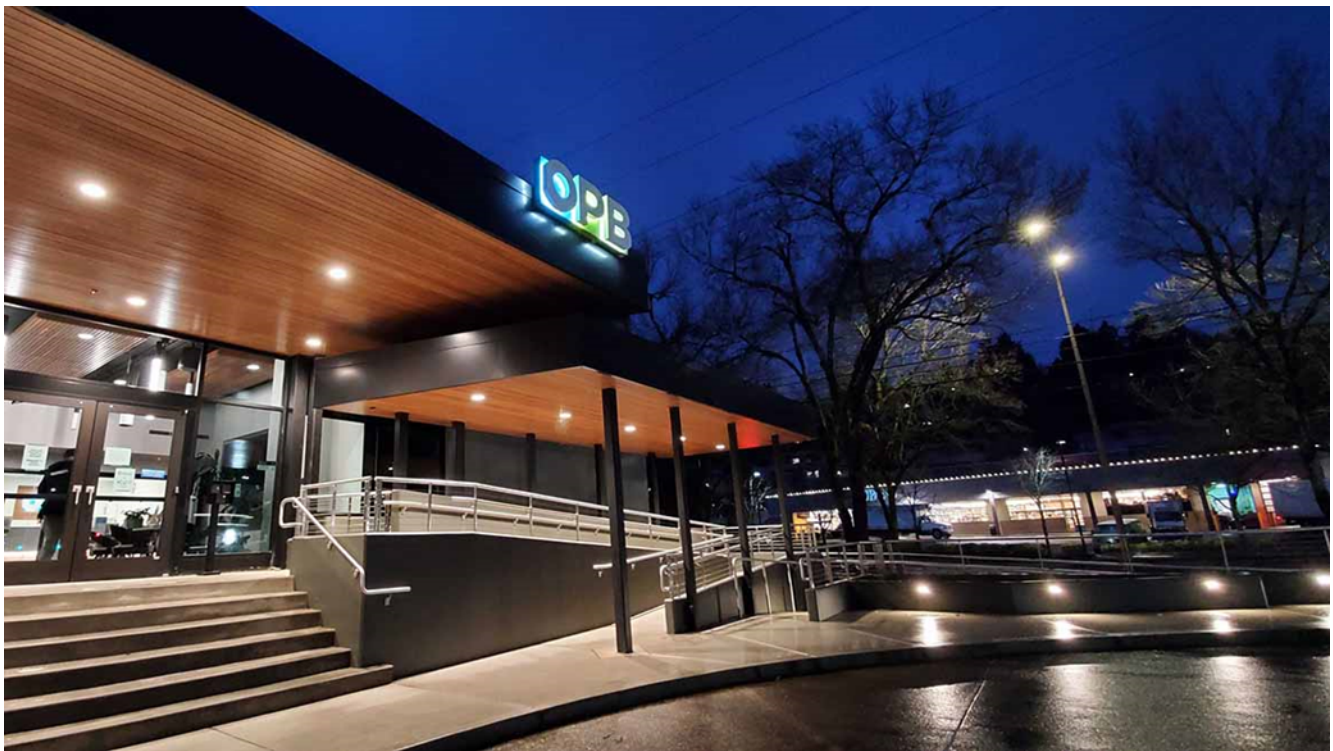
- Exceptional communication skills and deep listening skills.
- Intellectual curiosity and dexterity; a strong capability for critical and creative thinking and problem solving.
- Commitment to diversity, equity, inclusion, accessibility and belonging.
- Comfortable engaging with high-net worth individuals and community leaders.
- Appetite to dedicate seven to 10 years minimum to the organization.

## APPLICATIONS AND NOMINATIONS

If you wish to submit application materials or nominate someone to serve as the next President and CEO of OPB, please email [OPBPresident@SpencerStuart.com](mailto:OPBPresident@SpencerStuart.com).

***Connecting people across Oregon and the Pacific Northwest through the power of a shared story.***

Oregon Public Broadcasting (OPB) is an independent, nonprofit public media organization serving the news, information and cultural needs of people who reside in Oregon and Southern Washington. Beginning with a single AM radio station in 1922, OPB grew to a regional public radio and television network. In recent years, OPB has evolved to be one of the region's largest and most influential news organizations and the hub of the region's news ecosystem.



## THE REGION

With 4.2 million people as of the 2022 census estimate, Oregon is the nation's 27<sup>th</sup> most populous but the 9<sup>th</sup> largest in terms of area. The Portland metro area (including parts of SW Washington) is the nation's 25<sup>th</sup> largest metro area. Bend, Medford and Hermiston are the next largest and fastest growing areas.

The population of Oregon is 74% White, 14%, Hispanic/Latino, 5% Asian & Pacific Islander, 4% two or more races, 2% Black and 2% Native American.

## FINANCIAL PERFORMANCE/STRUCTURE

OPB is largely funded by its 159,000 members, who provide 60% of its annual \$42 million in operating revenues. OPB's member base has grown steadily over the last decade. Sponsorships and major gifts provide almost one-quarter of total revenue and government sources are about 10%. OPB's board-designated endowed funds (currently valued at \$75 million) provide an important source of stable revenue.

## PLATFORMS & PROGRAMS

While broadcasting remains an essential part of OPB's service, digital platforms and products are increasingly critical to serving the public. This includes a news-focused website that attracts an average of more than 1.5 million visitors per month, podcasts (OPB Politics Now, Timber Wars, Bundyville, Starting a Riot), a YouTube channel, and a large social media following.

OPB's sixteen radio stations, five television stations and dozens of translators directly serve approximately 85% of Oregon's population and the southwestern portion of Washington.

OPB has a strong daily and enterprise news operation, publishing stories daily on digital platforms and radio. OPB's content focus also includes the region's largest science and environment and a newly formed arts/culture/history unit, both of which produce stories for video, audio and digital platforms.

In addition to a network of news-formatted radio stations, OPB also operates KMHD Jazz Radio in partnership with Mt Hood Community College, which broadcasts in the Portland area at 89.1 FM, on 90.3 HD-2 in Bend, and streams online.

OPB distributes content through strong partnerships with other public media operations (Southern Oregon PBS, Jefferson Public Radio, KLCC/Eugene, KWSO on the Warm Springs Reservation) as well as newspapers and commercial news media. OPB reporting and programming reaches and impacts the entire region well beyond the reach of its broadcast transmitters.

## STAFFING

As OPB evolved from being a radio/TV station that broadcasts news, to a news organization that operates radio/television stations, its structure and staffing are evolving.

Nearly 50% of OPB's 210+ employees are engaged in the creation of journalistic content. Support functions are moving from supporting the needs of a broadcast-driven enterprise to a content-driven one. Most staff are based in the Portland metro area, with many working a hybrid schedule. Some content and engineering staff are also strategically located in other areas around the region.

For more information, please visit the [OPB website](#). OPB is an Equal Opportunity Employer.

***Trusted journalism, accessible to all—enriching lives and strengthening communities.***