



**CHIEF DEVELOPMENT OFFICER**

**PUBLIC MEDIA GROUP OF SOUTHERN CALIFORNIA**

**Location—Hybrid (Los Angeles/Orange County, California)**

## **PUBLIC MEDIA GROUP OF SOUTHERN CALIFORNIA**

The Aspen Leadership Group is proud to partner with Public Media Group of Southern California in the search for a Chief Development Officer.

The Chief Development Officer will lead and oversee all Public Media Group of Southern California (PMGSC) advancement functions including individual and foundation giving; planned giving; major giving; sustained giving; capital and other giving campaigns. This is a highly entrepreneurial opportunity which will allow the Chief Development Officer to build and nurture a program that will significantly increase philanthropic support for an organization that is leading public media innovation through transformative storytelling, services, and brands—focusing and amplifying the unique Southern California perspective within public media to better serve diverse local and national audiences well into the future.

Public Media Group of Southern California uses storytelling and the power of media to make a difference for the community. Formed in 2018 through a merger of PBS SoCal and KCETLink Media Group, PMGSC is comprised of three content channels, PBS SoCal, KCET, and Link TV, that serve more than 19 million people across Southern California. A local, member-supported non-profit organization, nearly 50% of PMGSC's funding comes from its more than 155,000 members.

As part of the Public Media Group of Southern California, [PBS SoCal](#) serves as a powerful force in the community by creating an environment where people are inspired to learn more about each other and to do more to solve societal issues. PBS SoCal works toward this goal by providing high quality content and amplifying it through community engagement and partnerships with educational, arts, and cultural institutions in the region. It serves as the flagship PBS station for Los Angeles and the greater LA area, offering the full slate of beloved PBS programs including MASTERPIECE, NOVA, PBS NewsHour, Frontline, Independent Lens, a broad library of documentary films including works from Ken Burns, and educational PBS KIDS programs. PBS SoCal programs are accessible for free through four broadcast channels, and available for streaming via multiple platforms. PBS SoCal works in the community to address educational gaps, including kindergarten preparedness and high school dropout rates. Through content and outreach, it prepares millions of children for success at every stage of their journey. PBS SoCal believes in using the power of mass media to create positive social change.

Public Media Group of Southern California includes a second PBS channel, [KCET](#). With presence on-air, online, and in the community, KCET plays a vital role in the cultural and educational enrichment of Southern and Central California. Throughout its 58 years, KCET has won hundreds of awards for its local and regional news, its national drama and documentary productions, as well as its educational family and children's programs. As a donor-supported organization, KCET provides free programming through four broadcast channels, reaching nearly two million viewers each month in 11 counties across Southern California.

[Link TV](#) is Public Media Group of Southern California's third anchor. Created 20 years ago as the first U.S. television network dedicated to providing a global perspective on news and events, it was awarded a coveted non-commercial license shortly thereafter. Today, Link TV continues to create programming to engage, educate, and activate viewers to get involved in the world around them. It presents issues not often covered in the U.S. media, connecting viewers with the people directly impacted by breaking news events and organizations at the forefront of social change. More than four million Americans watch the network regularly, and more than half have shared that they have acted as a result of something they experienced on Link TV.

## **REPORTING RELATIONSHIPS**

The Chief Development Officer will report to the President and Chief Executive Officer, Andrew Russell and will serve on the Executive Management Team. The Chief Development Officer will oversee a team of 15.

## **FROM THE PRESIDENT AND CHIEF EXECUTIVE OFFICER**

*Public television in Southern California was created more than 50 years ago with a vision of providing our communities with a trusted source of information and a window to the broader worlds around us. It would tell stories that aren't told elsewhere, and be a place where anyone, regardless of income or age or background, could turn for life-long learning. We remain inspired by the original vision, where public television would take us on journeys, enable us to participate in events, present great drama and music, explore the world around us, and all the while pursue the ideals of excellence.*

*Today, in our vibrant, diverse Southern California where creativity, innovation, and inspiration are often leading the world, our opportunities to pursue this vision have never been greater. In our world of great global, national, and personal challenges spurred by a pandemic, social reckonings, economic stress, and a divided society, the needs for public media have never been clearer.*

*As we plan for celebrations of our 50<sup>th</sup> anniversary of KOCE and the 60<sup>th</sup> anniversary (in 2024) of KCET, we've come a long way. Four years ago, we created the Public Media Group of Southern California through a merger of KCET and KOCE to bring our viewers media for the public good—designed to educate, inform, and inspire. As media evolves and becomes ever present in people's lives, we pursue our mission in many new ways, meeting audiences with the content they want, wherever they are. We approach all our work with a deep commitment to reflect the communities we serve in front of and behind the camera, and to tell its diverse stories and share its perspectives in a changing America.*

*In our first four years we've made significant progress in delivering meaningful public service, creating award-winning content, and growing rapidly, with a particularly notable fundraising year in fiscal year 2022. We celebrate these successes and are excited about the momentum they provide for our organization to meet our mission and serve our community.*

*Our new executive is essential to our pursuit of our mission, commitments and ambitions and will be responsible for building our philanthropic support in our community, especially with major donors, as well as leading the design, launch, and continued execution of a capital campaign to support our organization's ongoing endeavors. The individual in this role will guide and develop a dedicated team of fundraisers, steward key relationships, and act as a strategic partner. The individual will be a key member of our organization's leadership team which is entrepreneurial, collaborative, energetic, and committed to building a strong, effective organization that is a great place to work.*

*I am looking for a candidate with a passion for the mission of our organization, a love for our Southern California region and its unique communities, and the expertise to adeptly lead the important work ahead. The future of Public Media Group of Southern California is exciting and the lasting impact it will have on those we serve is boundless. I am looking forward to supporting a committed and energized fundraising leader as we pursue this future together.*

—Andrew Russell, President and Chief Executive Officer

## **PUBLIC MEDIA GROUP OF SOUTHERN CALIFORNIA'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION**

Public Media Group of Southern California is committed to fostering a workforce and governing board that reflect the richness of diversity found in the communities it serves. At its heart, diversity speaks to the range of viewpoints, ideas, and creative energy that comes from a variety of individuals. Southern California is diverse when it comes to culture, race, ethnicity, sexual orientation, age, gender, religion, national origin, and education. Listening to the successes and struggles of those in this diverse community gives the organization insight into the programming and outreach that will best serve the market. Additionally, the highly diverse staff, Board of Directors, Community Advisory Board, and Community Councils of PMGSC provide firsthand insight into these diverse communities. Together, there is a shared commitment to being a representation of this multifaceted region.

Public media can be a powerful force in the community, creating an environment where people are inspired to learn more about each other, do more to solve societal issues, and become their best possible selves. PMGSC's content is the first step in the creation of this environment. Its community outreach is the second. As community ambassadors and expert storytellers, PMGSC has the power to foster real social impact, to bring light to—and promote action to solve—critical issues faced by the local communities it serves.

## **PRIMARY RESPONSIBILITIES**

The Chief Development Officer will

- provide strategic oversight of all PMGSC advancement functions while providing day-to-day management and leadership of the advancement staff in a manner that significantly grows advancement revenues for the organization;
- organize, oversee, and maximize the success of PMGSC fundraising functions including major giving, planned giving, grant acquisition, foundation relations, donor recognition and stewardship, and campaign management;
- create new strategies to increase and diversify revenue, including but not limited to an increase in the number of both donors and members and giving per donor and member;
- maximize the success of PMGSC individual giving functions, special events, on-air pledge, direct mail, and other “baseline” giving programs, as measured by financial results, donor loyalty, and growth of members, higher-level annual donors, planned and major gifts;
- effectively oversee management of all individual giving and campaign functions, ensuring accuracy and efficacy of all information and analyses;
- recruit, train, manage, and nurture fundraising staff through goal-setting, mentorship, evaluation, and recognition;

- act as a trusted partner to the President and Chief Executive Officer on fundraising, campaign, and individual giving objectives, contributing as a member of the Executive Management Team on the development and implementation of strategic revenue-generating activities;
- work with the President and Chief Executive Officer to leverage the participation and impact of the Board of Directors by building relationships that advance the fundraising objectives of PMGSC;
- assist the President and Chief Executive Officer in representing PMGSC at community events and meetings;
- prepare and make presentations and capably develop and write proposals;
- enhance public relations, media relations, and outreach efforts and ensure maximization of existing initiatives;
- maximize community relations and partnerships;
- set an example of industriousness and professionalism in managing and working with others; and
- conceptualize and create campaign materials, marketing tools, and case statements.

## **LEADERSHIP**

### **Andrew Russell**

#### **President and Chief Executive Officer**

PBS SoCal, KCET, and Link TV President and Chief Executive Officer Andrew Russell is a 25-year veteran of public broadcasting, having held senior executive leadership positions at both PBS and the Corporation for Public Broadcasting. Russell joined PBS SoCal as Chief Operating Officer in 2013 and played a key role in building PBS SoCal as it grew into the role of flagship PBS station for Greater Los Angeles and Southern California. Named Chief Executive Officer in 2015, Russell has driven rapid growth in the station's membership and revenues, increased PBS SoCal's content distribution, and forged new partnerships with major Southern California arts and cultural institutions. Russell was responsible for making PBS SoCal the third-most-watched PBS station in the country with the highest ratings of all Southern California public television stations.

In 2018, PBS SoCal merged with KCETLink Media Group (KCET and Link TV) to form the Public Media Group of Southern California. The merger of equals created a center for public media innovation and creativity that serves the more than 19 million people living in the Southern California region. Establishing a powerful PBS flagship organization on the West Coast, the historic union of these two storied institutions created the opportunity to produce more original programs for multiple channels and platforms that address the diverse community in Southern California and the nation, and innovate new community engagement experiences that educate, inform, entertain, and empower. Russell assumed the role of President and Chief Executive Officer of the three organizations.

A California native, Russell holds an MBA from Stanford University, an MPA from Princeton University's School of Public and International Affairs, and is a graduate of the University of California, Davis. He is the Chairperson of the Board of Trustees for America's Public Television Stations (APTS) and in 2021 was presented with their Pillar of Public Service Award. He is also Chair of California Public Television, serves on the Board of the Los Angeles City Club and is a Member of the CEO Roundtable at UC Irvine.

### **Jamie Annunzio Myers**

#### **Chief Operating Officer**

PBS SoCal, KCET, and Link TV Chief Operating Officer Jamie Annunzio Myers has been driving operations to ensure strategic alignment across all aspects of the organization since her arrival at PBS SoCal in September of 2009. After PBS SoCal merged with KCETLink Media Group in 2018 to form the Public Media Group of Southern California, Myers was appointed Chief Operating Officer, responsible for the

integration of the two organizations. With a goal of underscoring the important role of public media when it comes to informing, inspiring, and educating the community, she has since managed new lines of business, forged new partnerships, and evolved key departments to build a growth company that now specializes in fostering a love of learning, culture, and community using the power of public media.

Previously Chief Operating Officer at PBS SoCal (after serving as Vice President of Education and Community Engagement), Myers expanded the breadth and depth of the organization's educational and cultural outreach across Southern California. She built programs that continue to close the gap in school readiness for young children by empowering families to fully integrate themselves into their children's learning and spearheaded the organization's response to the COVID-19 pandemic with *At-Home Learning*, a free educational resource both on-air and online featuring original, short-form content, and corresponding state standards curriculum-approved digital resources. *At-Home Learning* was adapted for local use by more than 100 PBS stations nationally in more than 40 states.

Myers' background also includes over 15 years of classroom and school district experience with Chicago Public Schools as well as in southeastern Los Angeles County. She holds master's degrees in education technology and educational administration, as well as a bachelor's degree in elementary education and is certified by the National Board in Technology Education.

#### **Paul Nelson**

##### **Chief Financial Officer**

As Chief Financial Officer, Paul Nelson directs Finance, Accounting, and Administration functions for PBS SoCal, KCET, and LinkTV. He works closely with the Board of Directors on financial planning and management, investment management, business development, growth strategies, and strategic planning.

Nelson brings more than 20 years of experience in leading finance operations and public accounting engagements at major organizations—fourteen of those in senior leadership roles at national media companies. Previously Nelson was Senior Vice President Finance at Tribune Publishing where he was integral in shaping its digital media strategies. Additionally, as Vice President Finance and Controller for Universal Studios Home Entertainment, he led efforts to incubate an independent film acquisition and distribution business and built key financial processes and controls for the rapidly changing operation. He started his career at Ernst & Young and KPMG managing financial audits, M&A engagements, and integration planning for private equity clients and large organizations.

Nelson was born and raised in Los Angeles, holds double bachelor's degrees in economics and English from UCLA, and is a Certified Public Accountant.

### **PREFERRED COMPETENCIES AND QUALIFICATIONS**

Public Media Group of Southern California seeks a forward thinking, energetic, and creative professional with a broad background in non-profit fundraising organization and practice, including a successful track record in major gifts. Knowledge of and experience with Southern California philanthropic and business environments and an acquaintance with public media fundraising practices and organization is preferred.

Furthermore, Public Media Group of Southern California seeks a Chief Development Officer with

- a commitment to the mission of PMGSC—to tell stories that matter through original programs that reflect the diversity of the region, and the full schedule of trusted PBS programs;
- experience as a visible and effective leader and the ability to recognize and nurture talent while building, inspiring, and retaining a successful team;

- an ability to lead and thrive across major fundraising and membership functions including Individual and foundation giving; planned giving; major giving; sustained giving; capital and other campaigns;
- an entrepreneurial approach, initiative and confidence—a willingness to take risks, learn from mistakes, and pivot as needed;
- experience in public relations, media relations, community relations, and client relations;
- superior verbal presentation skills in both full group, on-air, and one-on-one settings;
- a high level of cultural competency and a commitment to diversity, equity, inclusion, and belonging in the workplace expressed in both approach and experience;
- excellent written communications skills with demonstrated writing ability across a variety of formats including personal correspondence, grants, public relations, and organizational communications;
- an ability to build meaningful and trusted relationships with donors; and
- a desire to work as a member of a team, across internal and external stakeholders, and strategically partner with and support the President and CEO, Board of Directors, colleagues, and the development team in identifying fundraising opportunities and strategies.

A bachelor's degree is required for this position as is at least seven years of experience in a senior-level public media or complex non-profit/arts and culture fundraising management role.

#### **SALARY & BENEFITS**

Public Media Group of Southern California offers competitive compensation and a robust benefits package that includes Medical, Dental, Vision, Life Insurance, Retirement Plan (up to 4% match with no vesting period), Vacation Time, Sick Time, Paid Holidays, Employee Assistance Program. Remote Work, and Staff Appreciation Events.

#### **LOCATION**

Public Media Group of Southern California offers a hybrid working environment with time required in the Burbank/Los Angeles office as well as regular travel to Costa Mesa in Orange County, California.

#### **APPLICATION INSTRUCTIONS**

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Public Media Group of Southern California as well as the responsibilities and qualifications presented in the prospectus.*** Review of applications will begin immediately and will continue until the successful candidate has been selected.

To apply for this position, visit:

[Chief Development Officer, Public Media Group of Southern California.](#)

To nominate a candidate, please contact Steven Wallace, [stevenwallace@aspenleadershipgroup.com](mailto:stevenwallace@aspenleadershipgroup.com).

*All inquiries will be held in confidence.*