



CHIEF ADVANCEMENT OFFICER
WBEZ/CHICAGO PUBLIC MEDIA
Chicago, Illinois
[WBEZ/Chicago Public Media](#)



The Aspen Leadership Group is proud to partner with Chicago Public Media in the search for a Chief Advancement Officer.

The Chief Advancement Officer will lead all fundraising and membership efforts on behalf of Chicago Public Media, including the development of vision, strategies, and tactics for maintaining and increasing contributed revenue. The Chief Advancement Officer will ensure the successful achievement of annual and long-term goals for membership, major gifts, foundations, planned giving, annual fundraising events, and corporate giving. The Chief Advancement Officer will be an active representative of Chicago Public Media, building relationships across the community in order to advance a culture of inclusivity and opportunity that aligns with the demographics of Chicago Public Media's coverage area and amplifies the philanthropic impact of the organization.

As one of the largest and most respected public media organizations in the country, Chicago Public Media is home to WBEZ, Chicago's NPR news source, and a wide range of popular and award-winning podcasts. WBEZ reaches nearly 550,000 listeners a week across radio and digital streaming platforms, and more than a million people engage with its content on digital platforms. Chicago Public Media is supported by more than 90,000 members and hundreds of corporate sponsors and major donors who believe in its mission: *To amplify the public conversation by telling the stories that matter—stories that provoke thought, entertain, capture emotion, and inspire action.*

Chicago Public Media believes independent journalism is essential to a well-functioning democracy and access to fact-based, objective news and information is a right of every citizen. The organization serves the public interest by creating diverse, compelling content that informs, inspires, and enriches. It connects diverse audiences and helps them make a difference in their community, the region, and the world. Chicago Public Media employs many who are inspired by its mission and who want to belong to an organization that inspires, supports, and challenges.

During the past five years, Chicago Public Media has significantly expanded the size and ambitions of its newsroom. In addition to bringing nationally syndicated public radio news and talk shows to a Chicagoland audience, its award-winning newsroom desks cover education, criminal justice, politics and government, race, class, and communities. Its live, two-hour show on WBEZ, *Reset*, drives and further expands the daily conversation during midday listening hours.

The newsroom also collaborates with Chicago Public Media's content development studio to create engaging and educational audio programs and podcasts such as *Making Obama*, *Making Beyonce*, *Making Oprah*, *Motive*; *16 Shots*; *Public Official A*, *Curious City*, and *Nerdette* and has a proud legacy as the birthplace of iconic nationally syndicated programs such as *This American Life*, *Wait, Wait, Don't Tell Me...*, and the ground-breaking podcast, *Serial*.

Chicago Public Media has expanded its community engagement initiatives with community conversations around issues that intersect with its reporting; in-depth exploration of specific topics and discussions in a live event setting; curated live podcast events; and a newsmaker series with prominent journalists and business, civic, and cultural leaders. In addition to WBEZ, Chicago Public Media is home to *Vocalo*, a multiplatform service focused on engaging a diverse, multi-ethnic, and multi-racial audience of 18- to 44-year-olds through an eclectic mix of Hip-Hop, R&B, House music, and related arts and cultural expressions.

REPORTING RELATIONSHIPS

The Chief Advancement Officer will report to Interim Chief Executive Officer, Matt Moog. In addition, the Chief Advancement Officer will be a member of the CEO's Executive Leadership Team, along with its Chief People Officer, Chief Financial Officer, Vice President of Content, Vice President—General Counsel, and Senior Director of Communications. The Chief Advancement Officer will oversee a team of more than 20, including five direct reports.

FROM THE CHIEF EXECUTIVE OFFICER

Journalism in America and around the world is at risk due to changing consumer behavior and shifting business models brought on by the growth of digital platforms. Nonprofit, public service journalism is being called upon to fill the void left by declining commercial media. Philanthropic support from small and major donors is saving journalism and helping to ensure a healthy and functioning democracy at the local, state, and federal level.

I have the great privilege to lead Chicago Public Media as interim CEO after serving on our Board of Directors for 11 years. In this last year, we have confronted a public health crisis, a recession, and a nation that is trying to come to terms with the cumulative impact of centuries of systemic racism. Through it all, our staff at Chicago Public Media has kept our community informed and engaged, and has reminded us that quality, independent journalism is more important now than ever.

The role of Chief Advancement Officer for Chicago Public Media is strategically critical to our future. We are positioned to emerge from this trying time as the most important and impactful provider of journalism for all of Chicago. We are funded by more than 90,000 donors and members who are passionate about our public service journalism. We seek an equally passionate leader who can engage meaningfully with our members, cultivate deeper philanthropic support within our community, and attract and grow new funding through our development and membership efforts that will help fuel our future aspirations. I look forward to partnering with a senior executive who shares our same vision and who will help ensure that we have both the financial sustainability and community support to be of essential service to the next generation of Chicagoans.

—Matt Moog, Interim CEO, Chicago Public Media

DIVERSITY, EQUITY, AND INCLUSION

To fulfill its mission, Chicago Public Media must commit to creating a more equitable, diverse, and inclusive organization that is reflected in the work it produces, the policies it practices, and the culture it perpetuates. This vision of a diverse, equitable, and inclusive future requires it to prioritize the hard work that must be done, with a commitment to openness and transparency. As Chicago Public Media embarks on this journey, its efforts focus on three initiatives: recruiting, hiring, and retaining a diverse staff at all levels; cultivating a culture of inclusivity and opportunity; and aligning its content and audience with the demographics of its coverage area.

In October 2020 Chicago Public Media reinvigorated its diversity, equity, and inclusion efforts through the formation of a 20-person DEI Council. The DEI Council aligned to a purpose statement as follows: *The DEI Council is a staff-led, leadership-supported advisory and resource group that will create a comprehensive DEI strategy and action plan for Chicago Public Media. The council will partner with CPM leadership to oversee the implementation of that strategy, hold management accountable for transparent and measurable progress, and provide additional recommendations to create a more equitable, diverse and rich culture at CPM.*

PRIMARY RESPONSIBILITIES

The Chief Advancement Officer will be responsible for

- Execution – defining and leading the execution of comprehensive, diversified, and integrated fundraising and membership activities that maximize financial growth, including the development, implementation, and evaluation of annual and multi-year goals and strategies;
- Revenue strategy – creating new strategies to increase and diversify revenue, including but not limited to an increase in number of both donors/members and giving per donor/member;
- Advisor – acting as a trusted advisor to the Chief Executive Officer on fundraising and membership objectives and contributing as a member of the leadership team on the development and implementation of strategic revenue-generating plans;
- Board of Directors – maximizing the participation and impact of the Board of Directors by building relationships that advance the fundraising objectives of Chicago Public Media;
- Major donors – managing a select donor portfolio of top prospective donors including individuals, foundations, and corporations, developing and sustaining relationships that increase financial support;
- Team-building – recruiting, training, managing, and nurturing fundraising and membership staff through goal-setting, mentorship, evaluation, and recognition;
- Networking within Public Media – coordinating with public broadcasting leaders: APM, NPR, and other public broadcasting stations and content producers on best practices and opportunities for collaboration;
- Organizational strategy – participating in the development of strategic objectives to grow audience and drive membership revenue from multi-platform activities;
- Organizational leadership – working with events, communications, digital, and content teams to find opportunities to add value to the donor and member experience;
- Budget & planning – preparing and monitoring the annual development and membership budgets, overseeing contributed revenue and expenses, projections, and forecasting;
- Communicating – synthesizing fundraising and membership data into comprehensive reports for senior management; and
- Operational – developing, implementing, monitoring, and assessing fundraising and gift-processing policies and ensuring all development and membership strategies incorporate and maximize the use of CRM data.

KEY COLLEAGUES



Matt Moog
Interim Chief Executive Officer

Matt Moog is the interim Chief Executive Officer of Chicago Public Media. He has great familiarity with Chicago Public Media as a member of its Board of Directors for more than 11 years and as a past Board chair. Matt has a deep passion for public media, and he is a self-proclaimed public radio nerd and podcasting fan.

Matt is an experienced CEO, as the founder and CEO of several innovative digital start-ups including PowerReviews. Matt has over 20 years of experience leading and scaling organizations of the size and scope of Chicago Public Media. He also recently served as the Executive Chairman of Pocket Casts. He has launched several successful startups, hired hundreds of employees, and, in his role at Chicago Public Media, he is committed to creating a diverse, equitable, and inclusive culture that values learning, excellence, and professional development. Matt is passionate about the important role journalism plays in a healthy democracy.



Rina Dedhia
Chief Financial Officer

Rina Dedhia is Chicago Public Media's Chief Financial Officer. In her role, she is responsible for Finance, Broadcast Operations, IT, and Facilities.

Rina was previously with TEGNA Digital, the digital division of TEGNA, where she was Vice President of Finance and Operations. In her role at TEGNA Digital, Rina worked across a portfolio of high-growth digital businesses, where in addition to managing the day-to-day operations of the accounting and finance operations, she worked to instill quantitative and strategic rigor into decision-making. Prior to joining TEGNA, Rina was a Director of Finance at NAVTEQ, a navigation, mapping and location experiences company, and Director of Operations at Mattersight, a SaaS-based predictive analytics company.

Rina is a native Chicagoan and holds an M.B.A. from The University of Chicago's Booth School of Business and a B.A. in Mathematical Methods in the Social Sciences and Economics from Northwestern University.



Tracy Brown
Chief Content Officer

Tracy Brown is Chicago Public Media's Chief Content Officer. She joined the organization in 2019 as WBEZ's Managing Editor, where she led the station's news operation of more than 40 editors, reporters, and producers for both online and broadcast. A newsroom leader and journalist for more than 25 years, her career includes stints at award-winning newsrooms across the country. Prior to coming to WBEZ, she was deputy managing editor at *The Atlanta Journal and Constitution*, where she oversaw the newspaper's daily digital operation, features, education, food & dining, and the daily and Sunday print editions. Prior to that, she was the newspaper's Page One editor, making decisions about the most important news of the day. She also co-created the AJC's award-winning narrative series Personal Journeys.

For more than a decade, she worked at The Dallas Morning News in Texas, in addition to the St. Petersburg Times in Florida and The State newspaper in Columbia, S.C. A graduate of the University of Georgia, Tracy

is a member for the UGA's alumni board for the Grady College of Journalism. She is a personal mentor to more than a half-dozen students and young journalists. She is a proud Howard University mom to one daughter. In her free time, she enjoys theater and travelling abroad with friends – and around the country, where she is quickly closing in on her bucket-list goal of visiting all 50 states.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Chicago Public Media seeks a Chief Advancement Officer with

- Passion – a passion for public media and a commitment to the belief that a shared, independent, and trusted public media space remains central to an effective and informed democracy;
- Leadership – an ability to lead and thrive in all major fundraising and membership functions including major gifts/principal giving, foundations and government grants, data management, budget administration, marketing, and communications;
- Relationships – an ability to build meaningful and trusted relationships with donors with a preference for individuals with knowledge of the Chicago philanthropic landscape;
- Vision – an ability to articulate and execute a fundraising vision for Chicago Public Media to internal and external stakeholders;
- Communication – an ability to communicate clearly, without ambiguity, to diverse audiences internally and externally as an advocate for public media and for the objectives and goals of Chicago Public Media;
- Cultural competency – a high level of cultural competency and a commitment to diversity, equity, inclusion, and belonging in the workplace expressed in both approach and experience;
- Collaborative – a desire to work as a member of a team, work across internal and external stakeholders, and strategically partner with and support the CEO, Board of Directors, other leaders, and the development team in identifying fundraising opportunities and strategies;
- Team-building – experience as a visible and effective leader and the ability to recognize and nurture talent while building and retaining a successful team;
- Financial fluency – an ability to develop and maintain financial projections and budgets; and
- Technology – a high level of competency with technology, an aptitude for mastering new technology, and an ability to develop a unified vision for the CRM system.

A bachelor's degree is required for this position as is ten years of experience in a fundraising environment including five years of management experience. Public media experience or experience within a complex nonprofit environment is a plus.

SALARY & BENEFITS

Chicago Public Media offers a competitive salary and benefits package.

LOCATION

This position is based in Chicago, Illinois.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Chicago Public Media—to serve as a cornerstone of the public conversation; as a central pillar of civic community; and to reassert itself as the heart of innovation within public media.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit:

[Chief Advancement Officer, Chicago Public Media.](#)

To nominate a candidate, please contact Anne Johnson:

[annejohnson@aspenleadershipgroup.com.](mailto:annejohnson@aspenleadershipgroup.com)

All inquiries will be held in confidence.