

To the Membership of PRPD:

When I moved into the Programming department at WNYC, my public radio station experience was limited to what I learned at WNYC. The PRPD organization and the conference provided me a welcome opportunity to get outside of my own station's thinking and learn different approaches to issues and problem solving. The opportunity to meet with and share experiences with colleagues in the public radio ecosystem was, and still is, invaluable all these years later. We are stronger when we learn from each other and work together to solve challenges. That is one reason I have been honored to serve on the Board for the past two years.

My years of leading WNYC's Listener Services team instilled a keenly listener focused filter that remains at the forefront of everything I think about as Program Director. I am running for reelection to the PRPD board because I believe I have the insight, experience and understanding of public radio's audience, challenges and opportunities to help navigate the organization forward.

This is a pivotal time for the PRPD as we search for the next leader of the organization and, with their partnership, forge a reinvigorated path towards becoming more active and nimble in serving and responding to the needs of the membership and the system. We are also challenged to express the importance of the organization outside of its traditional role of serving and supporting radio program directors and of the annual conference. We want to expand the ways in which the organization can support content creators in public media all year long, agnostic of the platform and embracing of new ways of serving audience. And, we need to assure that new technology will lead us to expand our reach rather than leave us behind.

Another challenge on my mind is the sustainability of the public radio system. It may sound cliché, but in many ways we are only as strong as our smallest stations, if indeed we want to uphold public radio's mission. The shrinking footprint of news outlets in smaller communities is creating news and information deserts. Public radio can help fill some of those gaps, but financial pressure is assuring this is not a given. The current NPR Station Compact conversations are critical for this reason.

I am optimistic that the PRPD has a clear path to be a more vital organization and advocate for all of us in the system. We have work to do to get there, but I'm confident with the right leadership, we are poised for success.

Thank you for your consideration.

Jacqueline Cincotta