

March 3, 2019

To the PRPD membership and board of directors:

I am very pleased to run for reelection as a PRPD board member.

We are at a critical moment in the organization's history. Not only are we choosing new leadership, but we are also looking to redefine how the PRPD can best serve those of us in the industry. After four years on the board, I believe I can offer stability during this transition and also a vision of where we can and should go next.

I believe that to be successful the PRPD needs to offer more than just an annual conference. Its leadership (including its board) must be more present within the industry, sharing research, best practices and insights that help station leaders and other content producers be more effective. The conference may still be the marquee event, but it will be the capstone to a year of greater collaboration and knowledge-sharing with a clearer sense of common purpose.

Apart from four years of experience on the PRPD board, I bring to the position many of the same attributes as most of our membership. Probably like you, my waking hours are spent thinking about how to keep the station on the air and sounding its best; how to serve and grow our audiences; how to create bold new products and explore alternative platforms; how to recruit and retain the next generation of public radio leadership; and how to find the revenue to keep it all going.

When I first ran for the board, I said that the biggest challenge we face as programmers is keeping our work meaningful to an audience that has many more choices. Four years later, I still believe that's true but my concerns have been amplified by the sheer size of the players now competing with

us, the erosion of trust in journalism and our reliance on traditional funding models.

I also want to help the PRPD better serve music stations. Classical, jazz and AAA haven't received the same attention as our colleagues in news & talk, but those music stations form an important part of a healthy public media ecosystem and must be supported. As we saw, too, with SRG's Classical Music Rising initiative, station leaders in these formats are ready and willing to come together.

We have some work ahead of us, and we'll be more successful if we can do it that work together under the renewed leadership of the PRPD. I would be honored to be part of that leadership team.

Many thanks for your consideration,

Matt