

Michael J. Rathke

University of North Dakota

Bachelor of Arts
Major: Communications
Minor: Journalism

Hometown: Grand Forks, ND



Current Position:

Program Director for New Hampshire Public Radio, a regional all-news network serving New Hampshire, plus portions of Massachusetts, Maine, and Vermont. In addition to our nationally recognized news team, we produce a number of original shows including *The Exchange*, which is New Hampshire's only statewide interactive interview program. We have also launched a number of successful podcasts, including *Outside/In*, which looks at the natural world and how we use it, and *Civics 101*, a civics refresher recently listed in iTunes Top 10 podcasts.

Personal Snapshot:

Along with the gratification of community service, public media has afforded me the opportunity to experience many different parts of our country. From the rolling hills of the Palouse region of Eastern Washington to historic New England, I have been very fortunate to explore so many different places and cultures. In addition to the outdoors, my wife and I are passionate about the arts. We have been loyal supporters of orchestras, museums, historic preservation, and independent film in the various communities we have called home.

MICHAEL J. RATHKE

SUMMARY

A respected public radio programming and management professional with more than thirty years of station-based experience. Thorough knowledge of audience building techniques. Skilled at developing ideas to improve public service to listeners. Experienced in strategic planning, team leadership, fiscal management, on-air fundraising, creating and developing multi-platform content, and analyzing and interpreting audience data.

PUBLIC RADIO INDUSTRY EXPERIENCE

New Hampshire Public Radio - Concord, NH
Program Director

2013-Present

- Supervise a team of 8 hosts, producers, operations, and production managers.
- Develop and manage programming budget.
- Plan and direct all aspects of on-air fundraising programming.
- Designed, implemented, and managed series of program changes, contributing to an 8% increase in cume audience.
- Primary station liaison with NHPR Community Advisory Board.
- Supervised planning and production of special election forums and 2016 presidential primary night coverage, carried by more than 50 stations in the public radio system.
- Participated in 2014 PRPD/Strategic Programming Partners Sense of Place project.
- NHPR recognized in 2015 with a national Edward R. Murrow Award for Overall Station Excellence.

Georgia Public Broadcasting - Atlanta, GA
Director of Radio

2012-2013

- Supervised the budget, personnel, production, and programming components of statewide public radio network.
- Developed on-air talent and managed on-air sound and productions.
- Managed special projects and resources for GPB Radio Division.
- Authorized representative to NPR and other public media organizations.

WOSU Public Media - Columbus, OH
Director of Radio Programming

2006-2012

- Supervised a team of 7 announcer/producers.
- Successfully launched separate all news and all classical music FM services.
- Directed all aspects on-air fundraising programming, contributing to a 35% increase in listener financial support.
- Edited content of classical station website and e-newsletter.
- Participated in PRPD/NPR Local Talk Show Project.

WFCR-FM - Amherst/Springfield, MA
Director of Programming

2005-2006

- Supervised a team of 10 news and music announcer/producers.
- Designed and implemented series of program changes, contributing to a 12% increase in weekly cume audience.
- Participant in the PRPD Classical Music Core Values Project, contributing to a 16% increase in midday average quarter hour audience.
- Directed and streamlined on-air fundraising programming, contributing to a 12% increase in listener financial support.
- Initiated podcasting of original station-produced content.

WCAL-FM - Northfield/Minneapolis/St. Paul, MN
Director of FM Broadcasting/Program Director

2001-2004

- Designed and implemented significant program changes, contributing to a 33% increase in weekly cume audience.
- Supervised a team of 6 announcer/producers in the creation and development of new classical music and arts programming initiatives.
- Directed and streamlined on-air fundraising programming, contributing to a 17% increase in listener financial support.
- Initiated and participated in the development and implementation of station strategic plan.

NORTHWEST PUBLIC RADIO - Pullman, WA
Program Director

1997-2001

- Supervised programming for a regional network of news and classical music stations, serving listeners in three states and one Canadian province.
- Designed and implemented series of program changes, contributing to a 17% increase in weekly cume audience.
- Supervised a team of 15 news, programming, and operations staff members.
- Directed redesign of station web site and initiated online streaming of station programming.

NEW HAMPSHIRE PUBLIC RADIO - Concord, NH
Announcer/Producer 1995-96; Music Director 1996-97

1995-1997

- Programmed and hosted jazz and classical music programs.
- Supervised jazz, classical, and folk music announcer/producers.
- Engineered *The Exchange* live call-in program.
- Maintained public media partnerships and assisted with program evaluation and scheduling during periods when Program Director position was vacant.

WNIN-FM - Evansville, IN
Operations Director

1990-1995

- Supervised traffic and production departments.
- Served as local host for *All Things Considered* and jazz and classical music programs.
- Conducted interviews with classical music artists and produced classical music performances for broadcast.

WKMS-FM - Murray, KY
Announcer/Producer

1986-1990

- Served as local host for *Morning Edition* and classical and jazz music programs.
- Recorded and produced jazz and classical music concert recordings for broadcast.
- Hired, trained, and supervised student announcing staff.

EDUCATION

Bachelor of Arts, Communications - University of North Dakota, Grand Forks, ND

ADDITIONAL PROFESSIONAL DEVELOPMENT

Public Radio Program Directors - Program Director and Advanced Program Director Workshops (1998, 2002)

Audience Research Analysis - Seminar on Managing Program Change (1997)

NPR Local News Initiative - Morning Edition Graduate School Workshops (2007, 2013)

NPR Diversity Training Workshop – (2014)