

Educational Communications Board (ECB)
Executive Director
Unclassified: INDEF AG APPT-20.923 (4)ESG 5

Summary

The Educational Communications Board (ECB), is an independent state of Wisconsin agency that works in partnership with the University of Wisconsin-Madison to operate Wisconsin Public Radio (WPR) and PBS Wisconsin, ensuring the delivery of public media and education services to a statewide audience. ECB also operates and maintains the statewide network of National Weather Service transmitters as well as the technical backbone for the Emergency Alert System (EAS) and AMBER Alert.

The Executive Director (ED) is appointed by the Board of Directors (Wis. Stats. 15.57). The Board meets quarterly to review, advise and approve the activities of the agency, and conducts an annual review of the ED's performance. The ED shares joint oversight of PBS Wisconsin and the WPR networks with the executive director of the division of Wisconsin Public Media (WPM) at the University of Wisconsin-Madison.

Duties

50% A. Manage the professional staff and lead the day-to-day operations of the agency

A1. Represent and hold responsibility for the non-commercial educational broadcast licenses held by ECB on behalf of the State of Wisconsin.

- a) Plan, construct, develop, maintain and secure a reliable statewide broadcast communications system that equitably serves the public. Identify opportunities for increased, enhanced, or new services.
- b) Ensure reliable delivery of PBS Wisconsin, Wisconsin Public Radio, Milwaukee PBS, NOAA weather alerts and all other public safety services and messaging.
- c) Oversee compliance with Federal Communications Commission (FCC) and Federal Aviation Administration (FAA) regulations.

A2. Provide leadership and oversight of the agency's fiscal operations. Establish agency budget priorities. Monitor and steward agency resources.

A3. Provide leadership and oversight to staff management. Serve as hiring authority. Ensure adequate resources for a program of continuous professional development.

A4. Ensure communication of Board of Directors and Department of Administration directives to staff as appropriate. Encourage participation from staff in improving agency activities, policies and procedures.

A5. Maintain official records and documents in keeping with state and federal guidelines and regulations.

20% B. Work in partnership with the executive director of the division of Wisconsin Public Media to affiliate their respective licenses into unified networks that together provide statewide service per Wis. Stats 36.25(5) and 39.14(4).

B1. Develop an annual affiliation agreement that specifies the roles and responsibilities of the partners, joint reports and staffing, programming, budgets and financing, operating coordination and maintenance responsibilities.

B2. Share leadership that fosters cross-partnership collaboration, sustains strong and regular communication, and inspires continuous innovation.

B3. Jointly contract with 501c3 organizations that raise money on behalf of PBS Wisconsin and Wisconsin Public Radio. Specify and agree with 501c3s on the monetary allocations necessary to support their respective licenses (ECB/WPM) each fiscal year.

15% C. Steward funds

C1. Develop and submit ECB's biennial budget submissions in consultation with executive staff and budget managers. Provide biennial budget reports to the legislature.

C2. Engage with legislators to inform them of the value and purpose of the ECB and to advocate for budget requests.

C3. Monitor administration and fiscal control of donor contributions. Ensure all funds are deposited and accounted for in accordance with existing state practices and in compliance with Wisconsin Statutes.

C4. Serve as director of the Wisconsin Public Broadcasting Foundation, Inc. (WPBF) and on its board of trustees. Coordinate and consult with investment managers and bankers to ensure compliance with board-established policy guidelines and prudent investment principles. Ensure proper balance of operational liquidity and fair market returns.

10% D. Report to the Board of Directors

D1. Facilitate the planning of the quarterly meetings of the board to include agenda development, preparation of meeting materials and minutes under the advisement of the chair of the Board of Directors.

- a) Provide updates to changes in state and federal laws and regulations that impact on agency activities.
- b) Advise in the creation and development of policies and programs.

- c) Propose strategic and enterprising opportunities that are in keeping with the mission of the agency and its operations.
- d) Provide quarterly financial reports.

D2. Preside over the strategic planning process on behalf of the Board of Directors. Ensure that the process addresses major policy issues and provides supporting information to explain and justify changes proposed in programs, services and facilities.

D3. Provide orientation and onboarding to new board members.

5% E. Serve as official representative and outward face of the agency

E1. Promote collaboration with other state and federal entities in ways that make efficient use of state resources, foster public safety and enhance service.

E2. Serve as primary representative for the licensee with PBS, NPR and other content providers.

E3. Participate in state and national media organizations such as the Wisconsin Broadcasters Association, National Educational Telecommunications Association, Organization of State Broadcast Executives, America's Public Television Stations, etc.

E4. Support and encourage staff participation on advisory committees, panels, and in professional outlets that relate to public broadcasting, public safety, emergency alerting, cybersecurity and broadband expansion.

Knowledge, Skills and Abilities

- Ability to lead and manage people
- Ability to conceive and implement organizational strategy and multi-faceted plans
- Financial management skills including extensive knowledge and skill working with and creating complex budgets
- Strong analytical and problem-solving skills
- Executive - level written and verbal communication skills
- Disposition toward teamwork and shared leadership
- Ability to create effective, constructive and cooperative relationships with senior management, staff, project teams and other professional contacts.
- Ability to travel within the state and nationally
- Knowledge of Federal Communications Commission and Federal Aviation Administration regulations for broadcasters
- Knowledge of and commitment to the [*Public Media Code of Integrity*](#)