



Lehigh Valley Public Media™

**President and CEO
Position Description**
February 2025

**SALLY M. STERLING
EXECUTIVE SEARCH**

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THE OPPORTUNITY

As Lehigh Valley Public Media (LVPM) approaches its 60th year, the Board of Directors is launching the search for a new President and CEO. LVPM is at an exciting inflection point as it charts its future with a passionate and dedicated staff, a supportive board, and the unique ability in the region to broadcast across TV, radio, and digital platforms.



The Lehigh Valley is a vibrant, growing area with a dynamic and diverse population and a high quality of life, including an affordable cost of living, excellent schools, close proximity to beaches, mountains and major cities, and sporting, arts and cultural events. This is a compelling opportunity to rebuild and remake LVPM, lead it into the next phase of becoming a holistic nonprofit media company, and make a lasting impact in the region and in the public media system, all while living in a thriving community.

Over the last few months, the interim CEO has led the organization through a process of aligning the Board and staff to gain consensus around a future state and strategic direction. The Board now seeks a CEO who will create a roadmap, identify priorities, spearhead innovation, and deliver measurable outcomes, ensuring LVPM's continued relevance in the region and strengthening its community impact in the long term. In a post-pandemic world, challenges will also bring opportunities to reimagine LVPM's role—leveraging modern technologies and emerging media trends while upholding the organization's core values of teamwork, honesty, caring, quality, and fun. This leader will endeavor to continue programming excellence, lead the development of existing and emerging digital platforms, spearhead robust fundraising and development initiatives, and maintain a fiscally sound and thoughtfully led operation.

Reporting to the Board of Directors, the CEO leads and manages the organization in accordance with policies, goals, and objectives established by the Board and articulated through LVPM's mission, vision, values, and strategic plan. This person will oversee an operating budget of \$9.5 million, a staff of over 50 full and part-time employees, and an endowment of \$75 million.

Key Relationships

Reports to

Board of Directors

Other Key Relationships

Leadership Team

PA State Broadcasters

Partners Organizations

Community Members and Leaders

Donors, Sponsors, and Foundations

PA State Government

PBS, NPR

Major Responsibilities

- Ensure that LVPM has the team, organizational structure, and culture to deliver mission-driven content in ambitious and innovative ways, and the operating platform and financial strength to maintain its leadership position in high-quality public media offerings.
- Invest in, develop, and maintain relationships with key stakeholders including staff, board and audience members, donors, community leaders, and local/state and federal government officials.
- Oversee and direct all fundraising and development efforts – growing membership, enhancing existing revenue streams, and building new ones – to further LVPM's mission.
- Navigate the dynamic media landscape and changing media consumption habits; develop a data-driven strategy and roadmap that articulates how LVPM will produce and distribute content that broadens and serves its audiences and reflects the issues of the day.
- Build a transparent and community-focused culture, and foster a welcoming and high-performance environment which stimulates open communication, creativity, and collaboration.
- Maintain a productive working partnership with the Board.
- Develop strong relationships with the larger public media ecosystem and current and potential media and technology partners.
- Be a prominent voice and advocate for public media as it affects the Lehigh Valley.



IDEAL EXPERIENCE

While the next CEO may come from a variety of backgrounds, successful candidates will bring several of the following experiences:

Leadership experience. Track record as an effective leader and manager of diverse teams, in either a for-profit or nonprofit environment. The successful candidate will be an innovator and change agent who has evolved a business model and scaled an organization. They will have a reputation built from substance, experience, integrity and character sufficient to earn the trust of internal and external constituents.

Financial and operating acumen. They will have an understanding of how to manage budgets and allocate resources, and have P&L operating experience.

Fundraising experience. Demonstrated skill in generating financial and other support for a mission-driven organization or cause, as an executive, board member or in a related role.

Communication skills. Superior oral and written communication skills and the ability to sell ideas and concepts to various constituencies, both internal and external. The ideal candidate will be comfortable speaking on local, state and national platforms and across ideologically diverse environments. The candidate will have successfully operated in an environment that values transparency and integrity in all forms of communication.

Commitment to community. The ideal candidate will have a rich understanding and be an advocate of the entire population in the Lehigh Valley, embracing and encouraging content creation that authentically represents and elevates all voices in the communities LVPM serves.

Digital fluency. Demonstrated understanding of the rapidly changing media landscape and how technology continues to change the way content is produced, consumed, and shared. Ideally, the candidate will bring experience in partnering with industry colleagues to leverage new technologies and platforms.

Media experience. Understanding of the evolving media landscape to include content production in video, audio and digital formats as well as distribution via over-the-air broadcast, digital and mobile channels. Success in creating news, education, mission-driven content, and cultural programming that creates financial and intangible benefits, as well as a strong appreciation for the value of data analytics and digital marketing, is preferred.

Education. A B.A. or Master's degree or higher is preferred.

CRITICAL COMPETENCIES

Strategic and Visionary Leadership

In an organization operating in the fast-changing media landscape, the successful candidate will:

- Be a visionary thought leader who can identify and capitalize on opportunities to advance LVPM's mission in innovative and financially sustainable ways.
- Drive the development and communication of a clear strategy that builds on LVPM's accomplishments to date and ensures it continues to make distinctive contributions to high-quality public media and the communities that LVPM strives to serve.
- Be a systems thinker and advocate for intelligent change, modeling flexibility and openness to experimentation without sacrificing a commitment to quality content, audience engagement, metrics, decreased financial risk, and outcomes.

Leading People

A cultural transition often occurs in executive leadership changes, and the successful candidate will:

- Build a collaborative, transparent, high-performance culture where people are engaged, accountable, and resilient.
- Communicate clear expectations for individuals and teams and articulate the context for those expectations, both in terms of organizational objectives and linkages to work in other areas of the organization.
- Develop, manage, focus, and empower leaders throughout the organization to execute efficiently and effectively.
- Communicate explicitly when and why changes are necessary, outline desired outcomes and risks while building trust, consensus, and alignment among stakeholders and the community.

Communication and Relationship-Building

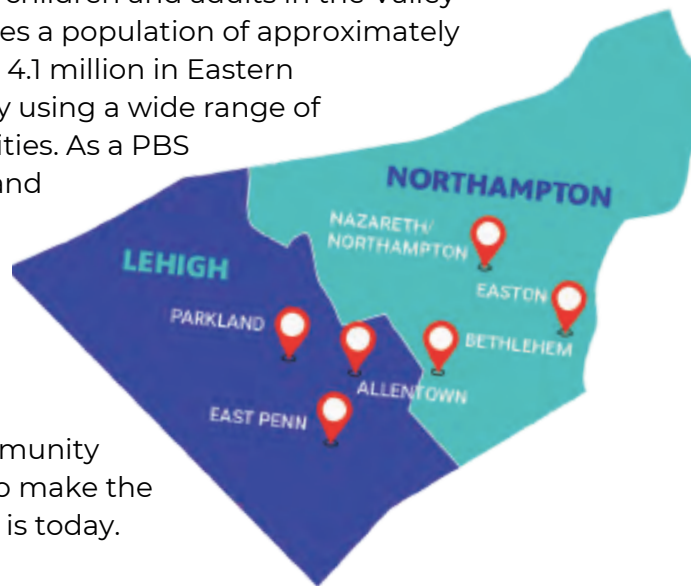
The next CEO will guide LVPM through a time of leadership transition, respecting its historical organizational competencies and building new strengths to allow it to thrive in a new era. The successful candidate will:

- Demonstrate a passion for public media and serve as the primary spokesperson, effectively articulating LVPM's mission and values to all relevant audiences.
- Work effectively with the public, private, and nonprofit sectors to leverage resources for the benefit of LVPM's many audiences.
- As chief community builder, maintain established relationships with LVPM's collaborative partners and form new and productive relationships with other not-for-profit and community-based organizations.
- Partner with a dedicated and committed Board of Directors comprised of corporate, community, and civic leaders.

ABOUT LEHIGH VALLEY PUBLIC MEDIA

Lehigh Valley Public Media is a community-owned nonprofit organization, and home to PBS39, the Lehigh Valley's public television station; 91.3 WLVR; and LehighValleyNews.com, the region's fastest growing online source for free news.

Established in 1967, LVPM has been “a good neighbor” and a foundational educational resource for children and adults in the Valley for nearly six decades. It primarily serves a population of approximately 900,000 people, with a reach of about 4.1 million in Eastern Pennsylvania and Western New Jersey using a wide range of programming and engagement activities. As a PBS and NPR partner, LVPM brings news and information, inspiration and entertainment, education, and most importantly, a positive community impact, to the Greater Lehigh Valley.



Mission: Engage everyone in our community through our public media resources to make the Lehigh Valley better tomorrow than it is today.

Vision: A vibrant community that is connected, informed, inspired, and engaged.

Values:

- *Teamwork:* We understand that we are greater than the sum of our parts and collaboration is key. We cannot operate in department silos. Our teams work together to create and build, and we seek to be proactive rather than reactive.
- *Honesty:* As stewards of the public trust, we believe in transparency, and always work with high integrity.
- *Caring:* Our teams are working for the greater good; we are in service to our communities, and we have respect for the diversity of our community and colleagues.
- *Quality:* We strive to be the first, best or only in everything we do. We have a passion for excellence, hold ourselves to the highest standards, and work for continuous improvement.
- *Fun:* We provide our teams with interesting and fulfilling work in a fast-paced, challenging and boredom-free environment. We encourage creativity and innovation.



As a PBS member station, LVPM (PBS39) is the region's most trusted television station and offers local, national, and international programming that informs, educates, and entertains while serving as a catalyst for civic engagement. Channels include PBS39, PBS39 Extra, Create TV, WORLD Channel and France 24.

Focusing on early childhood learning, critical thinking, and media literacy, LVPM's education initiatives provide opportunities through high-quality television programming, outreach services, events, and online content. By partnering with area school districts, libraries, childcare centers, regional nonprofits, and the PA Department of Education, LPVM serves over 185,000 children, families, and educators.

LVPM also operates LehighValleyNews.com and 91.3 WLVR, providing hyper local news coverage everyday. WLVR is a broadcast service of Lehigh University, and LVPM shares the HD-2 signal with programming from students and community members. WLVR is licensed in partnership with Lehigh University.

As the Lehigh Valley's demographics shift, the needs of the region have changed. LVPM's community-based initiatives in news and information, early childhood education, and civic engagement help achieve long-term, sustainable, and positive impact for the region. The organization is committed to providing vital information to the community that empowers them to make informed decisions and be good neighbors.



ABOUT LEHIGH VALLEY

"The Lehigh Valley is among the Northeast's fastest-growing regions, particularly among young adults, because of the diverse experiences and career opportunities that can be found all in one place."

More than 15,000 businesses of all sizes and sectors, from global leaders to startups, along with 11 colleges and universities call the Lehigh Valley home.

Consider the lifestyle of a region where you can hike to the top of a mountain during the day and be back in time for a night on the town. Lehigh Valley boasts a UNESCO World Heritage site, a half dozen concert venues, sporting events, and festivals nearly every weekend of the year.

Room to grow. Space to play. Meaningful work to do. A place to belong. Have it all in Lehigh Valley."

For additional and more specific information, please refer to: [Welcome to Lehigh Valley, PA.](#)



A Great Place to Work

Thriving economy: A growing hub for healthcare, manufacturing, and technology, with major employers like Jefferson Health – Lehigh Valley Health Network, St. Luke's University Health Network, Crayola, Just Born, Olympus, Victaulic and Air Products.

Work-life balance: Affordable cost of living, easy commutes, and a rich cultural scene.

Educated workforce: Home to Lehigh University, Lafayette College, Moravian University, DeSales University, and Northampton Community College.

A Great Place to Live

Natural beauty: Scenic parks, trails, and proximity to the Pocono Mountains.

Diverse neighborhoods: A mix of historic districts, modern developments, and charming small towns.

High quality of life: Excellent schools, affordable housing, abundant job opportunities, and a welcoming community atmosphere.



A Great Place to Visit

Cultural attractions: Renowned for Musikfest, the US' largest free music festival, SteelStacks/Arts Quest, and the Da Vinci Science Center.

Rich history: Landmark sites like the Moravian Historic District, the National Museum of Industrial History, and Historic Bethlehem.

Nearby destinations: Convenient access to Philadelphia, New York City, Washington, DC, and the Pocono Mountains.

COMPENSATION AND CONTACT

Compensation and Benefits

The annual salary for this role will be commensurate with experience and qualifications. Total compensation includes an excellent benefits package.

Contact

LVPM has retained Sally M. Sterling Executive Search to support the search for President and CEO. We welcome comments, nominations, or expressions of interest. All applicants are asked to include a letter of interest with their resume.

Please send an email with supporting materials to:

LVPM@sallysterlingexecutivesearch.com.

Lehigh Valley Public Media is an equal opportunity employer and strongly encourages individuals of all backgrounds and cultures to consider this leadership position. LVPM's commitment to inclusivity encompasses but is not limited to diversity in race, nationality, ethnicity, religion, gender, sexual orientation, age, and disability.

ABOUT SALLY M. STERLING EXECUTIVE SEARCH

Based in the greater Washington, DC area, Sally M. Sterling Executive Search is a female-owned executive search services firm specializing in nonprofit and board leadership.

Sally Sterling, firm founder and principal, is a seasoned executive search consultant with more than 25 years of experience across a variety of nonprofit sectors, including foundations, media, global development, and cultural organizations. Sally's firm focuses on recruiting CEO and C-suite leaders for some of the most influential and prominent organizations, whether they are local, national, or international in scope and/or reach. She has worked for some of the most recognized search firms in the world including as a partner at Spencer Stuart until late 2017 when she decided to open her own firm.