



NCBHMUSEUM

North Carolina Broadcast History Museum

Position Description for Executive Manager

The Opportunity

The North Carolina Broadcast History Museum (NCBHM) is seeking its first Executive Manager to lead a newly established organization dedicated to North Carolina's broadcasting legacy. With a mission **to preserve and present information about the rich history of the broadcasting industry in the state of North Carolina so that it is universally accessible and useful**, the successful candidate will be a professional who has a passion for broadcast history, excels at storytelling, and can lead the Museum during the start-up phase and beyond.



Charles Kuralt, On the Road

The new Executive Manager will help implement a vision for documenting, preserving, digitizing, and interpreting North Carolina's history in broadcasting. This history began in March 1902 when radio pioneer Reginald Fessenden transmitted a 127-word voice message from his Cape Hatteras transmitter tower to Roanoke Island. Through the years, North Carolina has produced a wealth of pioneers and innovators alongside these historic events including the famous broadcast personalities of David Brinkley, Andy Griffith, Carl Kasell, Charles Kuralt, Edward R. Murrow, Jim Nantz, and Judy Woodruff, among others.

Capturing and preserving this long and storied history will involve documenting oral histories from influential members of the broadcasting community, gathering and preserving historical radio and television equipment; digitizing and archiving historically significant broadcasts, and interpreting and presenting the information to the public. The current museum has an online presence through its newly launched website, <https://ncbmuseum.com/>, and is in the process of exploring options for how best to gather and present this remarkable history to inform general knowledge, understanding, and impact of this legacy on the past and future.

The Organization

Launched in 2023 as a 501(c)3 organization, the NCBHM is guided by a distinguished 14-member Board of Trustees that include many of the state's leading broadcast professionals:

Jim Babb, Broadcast Executive
Harold Ballard, Broadcast Engineer
Caroline Beasley, CEO, Beasley Media Group
Dr James Carson, Broadcast Executive
David Crabtree, CEO, North Carolina Public Media
Don Curtis, CEO, Curtis Media Group
Carl Davis, Jr., Broadcast Engineer
Jim Goodman, CEO, Capitol Broadcasting Co.
Wade Hargrove, media lawyer
Jim Heavner, Broadcast Executive
Dave Lingafelt, Broadcast Executive
Cullie Tarleton, Broadcast Executive and former member of the NC House of Representatives
Carl Venters, Jr., Broadcast Executive
Mike Weeks, Broadcast Executive



The Board of Trustees is in the process of conducting a feasibility study to evaluate the viability of a campaign to support the start-up phase of the Museum. Subsequent phases will explore and determine support for a physical museum space. Given that this is an inaugural position, the successful candidate will need to be comfortable with all facets of a start-up initiative, including working with the Board to develop a business plan for successfully launching the Museum. This plan may include creating policies, systems, and programming as well as identifying potential locations, determining costs, and building relationships that will promote engagement with the community and drive financial support for the Museum over the longer term.

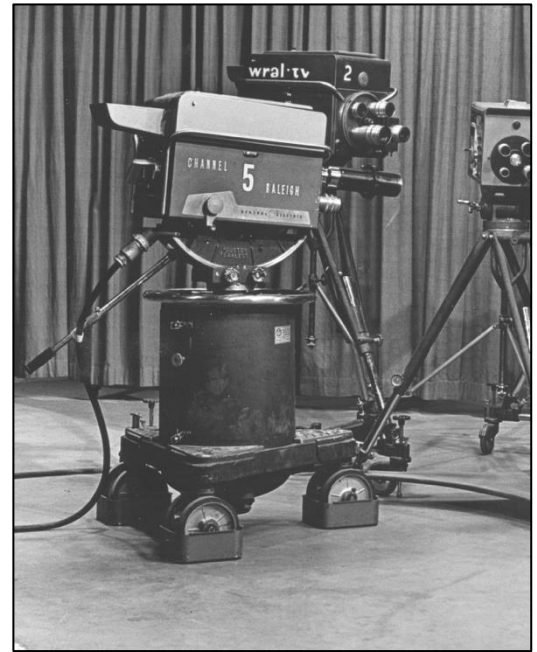
The organization's preliminary budget totals \$2 million and includes key commitments from members of the Board as well as the A.J. Fletcher Foundation. As the budget grows, the Board

will consider additional staff and resources needed to expand and enhance the Museum offerings and exhibits.

Core Responsibilities

Reporting to the Chair of the North Carolina Broadcast History Museum, the new Executive Manager will be expected to fulfill the following key responsibilities, and other duties as may be assigned:

- 1. Leadership and Strategy:** Serve as the primary advocate, visionary, and spokesperson for the NCBHM which include the following:
 - Be a passionate, visible and informed advocate for NCBHM and serve as one of its key spokespersons, actively seeking opportunities to engage with the broader community
 - Oversee development and implementation of long- and short-term business and strategic plans developed in collaboration with the Board of Trustees
 - Build strong and meaningful alliances with community partners, donor organizations, government officials, current and former NC TV and radio station owners, and current and former NC broadcasters
 - Work closely with the Board of Trustees, keeping them informed with regular reports on project progress, challenges and opportunities. Provide the overall leadership, direction and information required for the Board to make decisions and take action.
 - Provide the future staff and board with vision and leadership for the institution's growth and development to fulfill the museum's mission, increase its audiences and ensures its financial stability and growth.
- 2. Financial and Organizational Oversight:** In collaboration with the Board, the Executive Manager will oversee the financial and organizational processes of NCBHM ensuring the strategic creation of and adherence to the budget, diligently following approved financial policies and accounting ethics and best practice, and implementation of organizational processes for effective management. This will include tracking and projecting NCBHM expenditures related to the collection, archiving, and future display of museum property.
- 3. Fundraising, Resource Development & Communication:** In collaboration with the Board, the Executive Manager will support resource development efforts, including donor



growth and retention, fundraising efforts, grants management, and marketing and communications. Other responsibilities include the following:

- Lead fundraising efforts, collaborating with the Board of Trustees to support fundraising campaigns and appeals
- Ensure that short- and long-term fundraising plans are developed and executed
- Grow funding from individuals, foundations, corporations, and government sources
- Ensure that marketing and communications activities effectively reflect the NCBHM mission, and vision.

4. Project and Program Management: The Museum Manager will manage and ensure completion of the following projects within the first two years:

- Source video production for an existing documentary script of North Carolina broadcast history.
- Consolidate and augment existing written histories of broadcast in North Carolina and work with key partners to complete the history through present day.
- Identify historical broadcast equipment and location. Establish a process for accepting equipment donations from stations. Gather and warehouse equipment and create an archive list with images and information for the website and/or eventual display. Direct the maintenance, display, and general welfare of the collection.
- Maximize the NCBHM website, the main source of history accessible to the public. Include video interviews with broadcast legends, pictures, and timeline. Tasks will include gathering station histories, digitizing recordings, archiving, and administration of the site.
- Outreach to every broadcast licensee (television and radio) in North Carolina to give all an opportunity to have a history of their station on this website. A main goal is to involve the original family owners from each station so they will have a repository for their archives.
- With the Board of Trustees, lead the ongoing search for a future physical facility.
- Provide support for a future fundraising campaign or other ongoing needs as determined by the feasibility study.

Required Attributes, Skills, Qualifications

- Bachelor's degree preferred
- Previous experience in nonprofit management, museum management, library science, broadcasting is a plus
- Excellent managerial, planning, organizational and administrative skills; strong interpersonal and written/oral communication skills; high level of presentation, problem solving and relational skills. Storytelling skills are highly desirable.
- Excellent research skills with ability to curate and organize historical facts and records

- Knowledge of the process of digitizing video and sound
- Commitment to excellence in all aspects of museum management including scholarship, education, collections care, public outreach and institutional development
- Demonstrated knowledge of standards and best practices for museums, nonprofits, or similar organizations, as well as a history of involvement in relevant professional organizations
- Demonstrated success in fundraising, audience development, and institutional planning
- Proven ability to work cooperatively, diplomatically, and effectively with Boards, volunteers, and in community relations and outreach capacities
- Proficient in MS Office, Google Suite, and video conferencing

Salary and Benefits

The total compensation plan will be in the range of \$80,000-\$100,000, plus benefits. This plan is comprised of a base salary plus bonus that is tied to meeting or exceeding the annual goals as outlined by the NCBHM board.

The Executive Manager will be employed by the Fletcher Foundation and will report directly to the Chair of the North Carolina Broadcast History Museum Board of Trustees.

Interested applicants should submit a cover letter and resume addressed to Mike Weeks, Chair of the Board of Trustees, at ncbhmuseum@gmail.com.

Applications requested by September 1, 2024, and accepted until the position is filled.