

# Cathy M. Ives

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Cathy Ives has been General Manager of Utah Public Radio in Logan, Utah since 2006. UPR is a statewide public radio network with 31 translators and broadcasts from Soda Springs, Idaho to St. George, Utah. She is a station-based Development Advisor working with The Development Exchange, Inc. (DEI.) She has served as General Manager of KCPW, 88.3 & 105.3 – FM, Salt Lake City, UT. Previously Cathy was Vice President, for New Hampshire Public Radio (NHPR). Cathy has over 25 years experience in broadcasting and development, including the last 19 years in public broadcasting.

## **PERSONAL PROFILE:**

- A seasoned professional with over 25 years experience in broadcasting and management
- A nonprofit manager with philanthropic sensibilities and sensitivities with a lifelong passion for the works accomplished by diversified nonprofit organizations
- Strong Public Relations abilities backed by a keen awareness of the never-ending need to serve both the consumer and the community
- A skillful manager who provides ongoing coaching, developing, training and motivation for a cohesive, yet competitive staff
- A strong trouble-shooter who consistently brings positive thinking and results to otherwise negative situations
- Highly creative in developing and implementing strategies and special promotions
- Quick to recognize and utilize opportunities in a positive, profitable manner
- Excellent organizational skills and problem solving abilities
- Self-motivated, resourceful, persuasive and results oriented
- Achieved increases in all station revenue from \$1,000,000 in 1994 to \$2,000,000 in 1997 to \$3,000,000 in 2001
- Core Consultant for The Industry's Development Training Organization, The Development Exchange, Inc. (DEI)
- National - multi-award winning and results oriented development and management style

## **EXPERIENCE:**

### Highlights of Accomplishments:

2006-Present – Utah Public Radio – Logan, UT

#### **General Manager**

- Had the most successful fund-drives in the station's 50 + year history
- Started a Major Donor program and personally secured major individual gifts
- Started a relationship with Community Shares and began Combined Federal Campaign

- Hosted StoryCorps
- Conceived, contracted, had built and funded a new downtown studio at Capital Center for the Arts
- Participated in Logan AVA Gallery Walks quarterly since September 2007
- Submitted and then granted five HD Conversion Grants to/from CPB
- Started a student station for USU – carried on-line and on the station's 3<sup>rd</sup> HD channel
- New translators in the Fillmore, Moab, Green River and Spanish Valley areas of Utah and Montpelier, ID
- FUSION HD3 (student station) is a model for University Licensed stations nationwide
- Got three stations awarded in the Open Window for FCC station filings (singletons)
- Developed new partnerships with community leaders and on-campus department
- Developed non-profit partnerships for station fund-drives with Utah Food Bank/Habitat for Humanity
- Started Editor Interviews – weekly with statewide print journalists (UPR Newline)
- Speaker for the public radio system on HD Conversion Strategic Planning – invited by CPB
- Chosen by CPB to serve on a Consultation for Public Broadcast Funding
- Started new station programming features, *Wild About Utah*, *Beehive Archive*, *Utah Cares* and *Replay*
- Helped double station UW in two years
- Increased overall station development results by 50% during national economic downturn
- Started broadcast series including Hearing Impaired, National Park Series
- Hosted national broadcasters: Corey Flintoff, Mandalit del Barco, Fred Child, John McChesney, Barbara Bradley Hagerty, Eric Westervelt, Don Quayle, Howard Berkes, Steve Curwood, Carl Kasell

1997 to Present - The Development Exchange, Inc. (DEI) – Minneapolis, MN  
**National Development Consultant**

- On-site training at stations across the country (**over 200 stations**) - **in ALL size markets**
- Phone and e-mail weekly meetings and consulting
- Team leader National Development Conference/Corporate Track
- Developed expertise in Statewide Corporate Support Management
- Facilitated and was the Project Leader for DEI/PRI PRUP 2 Underwriting Project – 66 stations nationwide that collectively increased Corporate Support by 101% in first two years (nationwide for non-participating stations was 19% increase in same period)
- Consulted, managed and/or developed statewide Underwriting projects in Michigan, North Carolina, Maryland, Alaska, Minnesota

2003-2004 – KCPW – 88.3 & 105.3 – FM Public Radio – Salt Lake City, UT  
**General Manager**

- Concluded a successful Capital Campaign, served as the general contractor for studio construction
- Conducted most successful on-air drive in the station's history
- Secured and promoted the only in-state LIVE COVERAGE from Washington, DC of former Governor, Michael O. Leavitt's, Confirmation Hearings to head the Environmental Protection Agency (EPA)
- Mentored the News Department and was instrumental in the first news stories that were carried on NPR - nationally in the station's history
- Produced six (6) political debates that were carried live on the air. Governor, City Council, Senate and Congress
- Envisioned, wrote & implemented a 5 Year Strategic Plan
- Commissioned a new Website design and upgrade utilizing a Secure Server to accept pledges and credit card donations on-line immediately
- Handled all of the stations Marketing & PR, got unprecedented media exposure for events and programming
- Secured a partnership with the state's Food Bank and Smith's Food Stores for the station fund-drive. More than 2,000 Holiday Pies were delivered to in state families in need and homebound elders due to the work of KCPW.

1990 - 2003 – New Hampshire Public Radio (NHPR) – Concord, NH  
**Vice President/Assistant General Manager**

- Managed staff in the General Manager/President's absence. He served on many National Boards and was away from the state often
- Staff liaison to the Board of Trustees and participated in the station's board and staff Strategic Planning Retreat in 1995
- Led NHPR, a statewide public radio network, to be **one of the first stations in the country** to achieve the \$1,000,000 revenue level in Underwriting and achieved this with an overall Cume of only 60,000-90,000. **Only eight stations nationwide raised as much as NHPR did the years she managed the department. NHPR is 196th in market size**, but raised UW dollars, which placed them in the **top eight (8) stations out of 400-600** Public Radio

- stations nationwide (depending on how you count the licenses)
  - Assisted the Program Director in managing the programming staff
  - Recipient of eight (8) National CPB Development Awards** including two First and an Honorable Mention in Corporate Support, two First Place for Membership/Individual Support, a First Place for Community Outreach, a First Place for Marketing the station's program change to all news & information **and** a First Place for **Overall Development**.
  - Named National **"Development and Marketing Professional of the Year"** in 1998 **and "The PRADO (Public Radio Association of Development Officers) Pioneer Award"** in 2000
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- Recommended the Nonprofit Announcement Campaign to the NH Charitable Foundation, a partnership with "Giving NH" a division of the NHCf.
  - Achieved the **highest "Dollar per Listener" level in the nation** on both the Membership and Corporate Support departments
  - Initiated NHPR's Car Raffle, an important aspect of the on-air fund-raising budget raising in excess of \$125,000 annually
  - Invited to participate as a member of The Corporation for Public Broadcasting's (CPB's) Grants Review Committee
  - Arranged prominent "Product Placement" of NHPR's Member Thank You mug on the national TV series *"The West Wing."*
  - Wrote and implemented a full Marketing Plan, reported to the Board of Trustees on meeting the plans goals
  - Facilitated Staff retreats in 1995, 1997 and 1998
  - Managed NHPR's public relations for the National Presidential Primaries in 1992, 1996 and in 2000 got the station's News Department prominent placement in National Debates for the Primary.
  - Served on several NH Nonprofit Boards and on the National PRADO (Public Radio Association of Development Officers) Board from 1994 - 2000. Re-nominated/elected to a new three (3) year term in July 2004
  - Initiated a partnership with WMUR, the state's only network affiliate television station, on several projects including the "Snow Closings" website link, providing an important service to listeners
  - Organized and managed *"Do-It-In-Dover"* and *"It's Better In Berlin"* - best business plan idea contests, recipient of the national first place CPB award for Community Involvement and the 2003 Main Street Program Award for Business Development for the state of NH
  - Initiated and directed the station's Earth Day Fairs and won the 1991 Environmental Protection Agency (EPA) Award for New England
  - Featured speaker at national conferences annually from 1994 to 2004.
  - Articles published in the National Business & Corporate Support Success training manual, Station Resource Group's management report, i.e. Development, The CONFR newsletter

1974 – 1990 Held Numerous **Management, Sales and Marketing Positions** in Radio and Print Advertising (WEMJ, WFEA, The Manchester Union Leader)

#### **Education:**

1970 -1972 Eastern Connecticut State College Willimantic, CT  
 1972-1974 University of Hartford West Hartford, CT  
 1995-1996 Plymouth State College Plymouth, NH

**Affiliations:** Currently on the Board of the Cache Humane Society and Chair of their Fundraising Committee and on the Board of the Stokes Nature Center. Served on the Board of Directors of The White Mountain Jazz and Blues Festival, The New Hampshire Music Festival, and served on their resources committee. Served on the Board of the Lakes Region United Way and the New Hampshire Writers' and Publishers' Project. Served two three-year terms on the Board of CONFR (CONtinuing Education in FUND RAISING) and the Granite State Association of Nonprofits (GSAN) currently the NH Nonprofits Association... Was elected to the National Public Radio Association of Development Officers (PRADO) Board for two three -year terms until 2000 and was re-nominated and elected to a three term. Served on the steering Committee for "Giving NH" for the NH Charitable Foundation. Currently, on the Planning Committee for the National Development Exchange conference to be held next summer. An April 1996 graduate of Leadership Arts and served on a statewide steering committee for the Arts Council in the area of marketing. Current Board affiliations include Stokes Nature Center and Cache Humane Society.

\* **References Available Upon Request**