



WPFW Jazz and Justice Logo with trumpet blowing leaves.

Title: General Manager, WPFW – Radio Station

Location: Washington, D.C.

Employment Type: Full-Time

FLSA Exemption Status: Exempt

ABOUT PACIFICA FOUNDATION

The Pacifica Foundation is a non-profit agency providing educational services. To find out more about the Pacifica Foundation and its mission: Pacifica Foundation.

The Pacifica Foundation is an EQUAL OPPORTUNITY EMPLOYER. Pacifica Foundation does not discriminate based on race, color, ancestry, religious, creed, national origin, ethnicity, gender, age, marital status, disability, medical condition, or sexual orientation. Women and minorities are encouraged to apply.

SUMMARY

WPFW radio station, seeks a General Manager (GM) with a proven track record of collaborative leadership and vision to provide innovative, high-quality, free speech community-based non-commercial radio to a diverse audience in a major media market.

WPFW is licensed to the Pacifica Foundation Inc., founded in 1946 as a non-profit mission-driven democratic media institution. WPFW is the fifth station of the Pacifica Radio network, established in 1977. Historically, Pacifica invented listener-sponsored broadcasting. WPFW has been the voice for progressive news, public affairs, and music programming in the Washington metropolitan area. On the dial at 89.3 FM, and streaming at wpfwfm.org, WPFW continues to challenge the norm in public media, passionately serving the underserved and the marginalized in our community.

Pacifica is dedicated to education, free speech, peace, social justice, and cross-cultural understanding. Pacifica national and local boards include elected delegates of listener and staff members.

WPFW broadcasts at 50,000 watts of power, serving the D.C. Metro area and webcasting at WPFWFM.org, with an eclectic mix of jazz, justice, public affairs, talk, news, culture, music, and health and spirituality content.

The successful candidate will demonstrate the capacity to build the station's audience, increase its financial support, and play a vital role in public discourse, while working with paid and volunteer staff, other volunteers, trainees, and the democratic governance board. The candidate is required to show ability to develop effective community engagement using terrestrial broadcasting along with a significant web presence, social media, podcasting, and multimedia production.

Reports to: Pacifica Foundation Executive Director
Collaborates with Local Station Board (LSB)

JOB SPECIFICATIONS (Duties, Tasks, and Responsibilities)

The GM is hired and supervised by the Executive Director (ED) of Pacifica following a search process by the elected WPFW LSB. This is a full-time exempt management position. The GM works with the WPFW LSB and Pacifica's ED in implementing the Pacifica Mission and is subject to an annual evaluation by the LSB.

The General Manager is responsible and accountable for overall management all station operations including programming, finances, budgets, and maintaining compliance with local, state, and Federal laws and regulations especially FCC compliance. The candidate will oversee technical operations, facilities management and engage in long-term planning and innovative fund-raising and establish a social media presence. The candidate will supervise a staff of approximately 10 paid employees and more than 125 volunteer programmers.

WPFW GM - Job Description - Pacifica Financial Accountability and Responsibilities

- Maintain the fiscal integrity of the station by improving gross and net income and increasing listenership and membership through successful pledge drives, on and off-air fundraising, prudent budget management and timely reporting in compliance with the Pacifica National Board's policies.
- Supervise development of an annual balanced budget, in collaboration with the LSB Finance Committee, the WPFW Business Manager, Pacifica's Chief Financial Officer (CFO) and Executive Director. Obtain final approval from the PNB. This includes working to rebuild financial reserves over time.
- Administer a budget that's subject to a quarterly LSB review and provides complete, accurate records for the annual audit.
- Provide monthly written reports on revenue and expenditures for oversight by the local Finance Committee, LSB, and the National Office.

General Operations/Physical Plant (Technical)

- Oversee optimal transmitter functions in compliance with all necessary local, state, and Federal laws and regulations. Oversee maintenance of all WPFW re-transmission and booster equipment throughout the region.

- Supervise physical plant maintenance in conjunction with the Chief Engineer and/or Operations Manager in compliance with all necessary local, state, and Federal laws and regulations.
- Coordinate with the Pacifica National Office and Pacifica Radio Archives.
- Manage WPFW website and live streaming operations.

Programming

- Select a Program Director (PD) from a pool of candidates presented by the LSB.
- Ensure that program content complies with all State and Federal laws and regulations as well as Pacifica programming policies and requirements, and that, by meeting community needs, it enhances WPFW's audience, impact, and reputation, in collaboration with PD.
- Establish, maintain, and review programming goals and services in line with the Pacifica Mission; oversee a regular process of evaluation and improvement.
- Oversee technical broadcast operations, and program content, delivery, format, production values, and schedule.
- Manage operations and content of the HD channels
- Supervise the PD and communicate programming goals and initiatives to the staff, LSB and listeners.

Personnel/Trade Union

- Supervise all station staff, both paid and volunteer; maintain accurate records of all staff and their current contact information.
- Attend American Federation of Television and Radio Artists contract negotiations, handle grievances and manage union employees.
- Follow all Pacifica procedures and state and Federal laws, regarding employment processing, recruitment, and selection, hiring, termination, and other personnel actions; ensure compliance with the Pacifica Foundation employment handbook and union contracts.
- Ensure that public safety measures are in place at the station for paid and volunteer staff, members of the public, and visitors. Employ strict adherence to the National COVID-19 Preparedness Plan as proposed by the Center for Disease Control in March 2022.
- Report to the PNB quarterly or upon request on the status of diversity of station staffing, programming, and audience (data permitting) within the WPFW signal areas.
- Ensure adherence to policies under the D.C. Human Rights Commission and training staff in guidelines regarding a workplace free of sexual harassment and gender, racial and disability discrimination.

FCC, CPB, EEOC, AG Reports

- Ensure complete and timely compliance with all necessary required reporting including, but not limited to, annual CPB Station Activity Surveys, FCC license renewal applications, EEOC mandates, charity registration with the CA Attorney General, OSHA regulations, and/or other necessary local, State and Federal filings.

Community Relations

- Broadcast monthly reports to the listeners with at least half the scheduled time allotted for listener call-ins; schedule a similar report from governance, as required by Pacifica policy.
- Serve as the Ambassador for WPFW and represent the station and Pacifica at public forums, handle media relations for the station.
- Engage in broad community outreach and audience development.
- Maintain publication of appropriate station and network information, including those required by law (e.g., EEOC) or by policy.

Development

- Lead collaborative process to develop effective strategic plans for fund-raising on- and off-air and supervise their implementation.
- Develop and nurture an ongoing relationship with major donors.
- Collaborate with and initiate national fundraising activities and programming

Internet

- Oversee development and maintenance of WPFW's Web services and social media engagement including live streaming of programs and creating a YouTube WPFW channel.

Training

- Oversee training of paid and volunteer staff regarding policies, program quality, mission adherence, pledge drive pitching, community engagement, audience development, station safety practices and verbal and written respect for one another.

Governance

- Serve as a non-voting ex-officio member of the Local Station Board, actively participate in all LSB meetings; report to the LSB in person and in writing at all monthly LSB meetings and as necessary.
- Work with the Local Elections Supervisor (LES) to implement all Pacifica governance election procedures and policies, including outreach to and education of listener-sponsors; maintain accurate, up-to-date records of the station's two classes of members (listener-sponsors and staff) as required by the CA Corporations Code; and provide adequate station resources to help ensure the election meets quorum.
- Attend Pacifica National Board meetings four times a year or upon request.

Other duties as assigned. Job descriptions are subject to change without notice based on the needs of WPFW and Pacifica.

Successful Candidates must demonstrate an understanding of and commitment to the Pacifica Mission. Bachelor's Degree or commensurate experience in related field. Five years of management experience in radio or related media required, non-commercial radio preferred,

but not required. Candidate shall possess excellent management skills and a proven ability to work collaboratively with paid and volunteer staff and governance, to prioritize and to delegate responsibilities appropriately and effectively. Candidate shall possess strong interpersonal and communications skills and the ability to lead and motivate staff and volunteers. Candidate must be committed to creating a diverse workplace and serving the needs of a diverse audience. Fund-raising experience required. Bilingual English-Spanish desirable.

Requirements: Employment is contingent upon proof of eligibility to work in the U.S., 21 years of age or older, verification of degree/credentials, satisfactory Background Check, agreeing to uphold all Pacifica Foundation Policies and Procedures, Confidentiality Agreement, Policy on Outside Employment, Policy on Prohibiting/Preventing Workplace Violence, Policy to Prohibit Harassment in the Workplace, Policy on Ethics, adhering to Drug-Free Workplace Policy, compliance with Workplace Injury and Illness Prevention Policies, and compliance with HIPAA Rules and Regulations, (by signature).

Compensation: \$70-80,000 per annum, DOE: Full Benefits package including Medical, Dental, Vision, Life, and Disability as well as 403b Retirement Plan with Employer match. An increase in salary based on overall performance may be considered after the first year.

The Pacifica Foundation is an Equal Opportunity Employer, and does not discriminate based on race, nationality, gender, age, disability, or sexuality.

To apply, please send a resume and cover letter to the following email address **with “GM Search”** in subject line:

WPFWGMSearch24@gmail.com

You will receive an electronic confirmation of the receipt of your application.

The Pacifica Foundation and WPFW are Equal Opportunity Employers