



President and Chief Executive Officer – WHRO Public Media

The Position

WHRO Public Media seeks an accomplished and visionary president and CEO to lead one of the nation's most distinctive community-licensed public-media organizations at an important moment of opportunity.

The new president and CEO will lead WHRO's continued evolution as an integrated public-media organization, expanding its audience and impact across broadcast, streaming, digital journalism, education, and community engagement.

The new leader will be a highly visible fundraiser, with the experience to strengthen and diversify WHRO's funding base through strategic initiatives that support growth, innovation, and long-term financial sustainability.

Based in Norfolk and serving communities across Eastern Virginia, WHRO employs 100 professionals with a \$19 million operating budget and a \$60 million endowment. WHRO has been recognized multiple times as one of the region's best places to work.

WHRO's assets include PBS and five additional broadcast TV channels on WHRO-TV; the region's NPR station, with a growing local news presence digitally and on WHRV 89.5 FM; a 24/7 locally hosted classical music station on WHRO 90.3 FM; and WFOS 88.7 FM, a recently acquired radio station with an oldies format.

WHRO's core mission extends well beyond broadcasting. Since its founding in 1961, it has played a vital educational role in Virginia's schools. WHRO's education division includes 18 staff members and operates with a budget of more than \$2.4 million. Its services include online courses and a web-based

library of multimedia learning resources used by over 286,000 students and 25,000 teachers.

At the center of WHRO's service area is Hampton Roads, a coastal metropolitan region of nearly 1.8 million people where the Chesapeake Bay meets the Atlantic Ocean.

For WHRO's next president and CEO, Hampton Roads offers both an excellent quality of life and the opportunity to lead a trusted media institution serving one of Virginia's most consequential regions.

A full position profile with detailed requirements can be found here.
<https://www.whro.org/ceosearch>

How to Apply

The anticipated salary range is \$250,000-\$300,000, commensurate with experience. WHRO offers a competitive benefits package.

Candidates should submit applications to Apply@netaconsulting.org.

A complete application must include a letter of introduction detailing your experience and interest; a resume; and in no more than one page, describe the opportunities you see for WHRO and the leadership priorities you would bring to the role. For best consideration, applications should be received by **November 16, 2026**.

NETA Consulting is partnering with WHRO's search committee in this process. For additional information related to this position contact Skip Hinton at skip@netaconsulting.org or Tom Rieland at tom@netaconsulting.org

WHRO Public Media is an E-Verify, Affirmative Action and Equal Opportunity Employer.