

BRENT E. BECKER

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MULTILINGUAL MEDIA STRATEGIST

...who Lives & Breathes Media

Pragmatic ■ Hopelessly Curious ■ Organized ■ Detailed ■ Concise (when I have to be)
Versatile Leader ■ Unbridled Thinker ■ Staunch Innovator ■ Champion of Collaboration ■ Cultural Sponge

August 25, 2015

Maggie Wyndham
Chair, Production Advisory Board
Revelator TV
916 Springdale Road, Bldg 5, Ste 103
Austin, TX 78702
512.478.0004
careers@revelator.tv

Dear Maggie Wyndham,

Since I live and breathe media, it's been a dream come true to spend my career playing a variety of roles to keep pace with fluid and accelerating industry demands. My need to deliver the ultimate customer experience and be a part of an exciting team that creates the next generation of television would make me an excellent addition to Revelator TV's staff of innovative thinkers and industry veterans.

Revelator can expect to capitalize on my diverse background and experience:

- ▶ Strategically localizing content to successfully expand to 36 additional global markets.
- ▶ Identifying, cultivating, and mentoring top talent to lead departments of 4 to 22 direct reports.
- ▶ Guiding Fortune 500 multinational media organizations in localizing programming for international markets.
- ▶ Influencing policy as a media model visionary seeking to turn the top-down approach to media on its head.

Though I am actively being recruited to fill another role at PBS, I must confess that since leaving APT12 last month I have realized that I was so used to going against the grain – fighting an uphill battle in advocating for progressive change – that I simply stayed too long in a less-than-ideal cultural fit. That's why Revelator's priorities, electric attitude, and enthusiasm for the next generation of media (with the added bonus that your new headquarters is just blocks from my home) are feeding my desire to connect with you to qualify my value and answer your questions.

I will reach out to you next week to learn more about how I can contribute to your energizing, forward-thinking organization and get your guidance on who I should contact to schedule an interview. Thank you for your time.

Sincerely,

Brent E. Becker

Brent Becker

HEADLINE

Multilingual Media Strategist who Lives & Breathes Media

PROFILE SUMMARY

I live and breathe media.

From ► small, local nonprofits to ► global corporate media giants and ► international consulting firms, I've taken on a dizzying array of roles to continuously increase viewership and revenues within the fluid, ever-evolving, and ultra-energizing media industry.

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Even before advocating a departure from top-down media as a media model visionary for what the Denver Post referred to as “the little station that could” (CPT15), I had a need and a knack for delivering the ultimate customer experience and creating the next generation of television, and I'm particularly proud of my role in:

- Strategically localizing content to successfully expand to 33 additional global markets.
- Identifying, cultivating, and mentoring top talent to lead departments of 4 to 22 direct reports.
- Guiding Fortune 500 multinational media orgs in localizing programming for international markets.

And with a fervor for marketing, I'm in my happy place when collaborating with creative services, digital communications, social media, and marketing team members to design oodles of ► promotions, ► integrated marketing strategies, and ► creative cross-platform media campaigns - from initial concept to production or publication.

And based on what I fondly refer to as my ► soak, ► wash, ► rinse, ► spin marketing process, I've garnered results time and time again by applying this approach to make marketing magic:

First, we ► soak in the data we dig up through Nielsen, demographic, psychographic, internal, and word-on-the-street research.

Then, we proceed to collaborate with internal and external stakeholders in dissecting and scrutinizing that info during the ► wash cycle.

Next, we ► rinse, or refine, our ideas to turn them into plans and action steps that we ► spin out as final products ready for market premieres.

Now, can you blame me for living and breathing media when my career is this much fun?

EXPERIENCE

Director of Programming

Austin Public Television – APT12
January 2007 – July 2015 | Austin, TX

Strategic Programming • Market Differentiation • Media Model Designs • Budget Management

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It was an absolute pleasure working with such a talented group of media enthusiasts in support of APT12's mission, “World View, Community Voice.” Here I championed strategic, out-of-the-box content partnerships, led change-catapulting committees, launched and inventively filled programming for 2 additional channels (with no

additional resources), and guided a team of up to 4 in delivering innovative content and fresh media models based on demand.

- ▶ Amongst the myriad of activities I had my hands in, I earned special kudos for restructuring the department to stop operating in silos, securing new staff, and organizing the complex untangling of shared technical resources after the dissolution of a joint venture with Lone Star PBS (LSPBS) brought technical operations in-house.
- ▶ I led the rebranding taskforce in building and sticking to plans and a timeline for name and logo changes and related promotions to transition KLRU to APT12.
- ▶ I factored in countless variables to craft schedules and introduce programs that were unique from both primary channel 12.1 and local affiliate/rival RMPBS while leading the launch of channels 12.2 and 12.3. By finding thrifty content, strategically repurposing existing programs, and localizing production, we boosted market demand and channel 12.1 gained DishTV carriage.
- ▶ I also trail blazed a public engagement strategy that included social media; the commissioning and creation of video, audio, and text pieces; and the intro of press-generating, non-traditional PBS fare.
- ▶ And although continuously delivering relevant, informative, entertaining, and thought-provoking programming for a small, frugal station didn't come without challenges, leading APT12 to recognition as a model for other alternative PBS stations was a just reward.

Media Analyst & Strategy Consultant

South America Media Mentors

May 2002 – December 2006 | Buenos Aires, Argentina

Culture-Conscious Strategies • Counterprogramming • Multinational Media Conglomerate Guidance

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Following Liberty Media's decision to relocate its headquarters out of Austin, I launched this enterprise to guide Fortune 500 media organizations such as the Walt Disney Company, Discovery South America, GC Group (a Grupo Clarin SA multichannel cable and satellite TV service that leads the Argentinian pay TV market), and Man+Arts (a BBC and Discovery Channel joint venture) in delivering programming tailored for international markets.

- ▶ After realizing that American media firms were largely clueless regarding cultural differences, local preferences, and even local content standards, I set out to conduct copious research and media analysis, including dissecting demographics to identify trends, interpreting content regulations, and isolating times and content to capture peak viewership.
- ▶ By working hand in hand with in-country creative, account, online, interactive, social media, and production teams and directing a dynamic internal group of 3 in scrutinizing data to drive localized content and campaign selection, I was able to package and relay findings to correct poor market fits and preemptively prevent content failures.
- ▶ And by stringently negotiating acquisition, distribution, and broadcast carriage with cost, profitability, consumer behavior, and brand in mind, I was able to keep stakeholders happy and sleep soundly knowing I had made a positive impact on international programming.

Director of Programming & Scheduling / Marketing Coordinator / Marketing Liaison

Liberty Media (a Walt Disney Company)

April 1997 – May 2002 | Austin, TX

Marketing & Promotions • Content Development • Acquisitions • Negotiations • Feed Launches

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After about 3 years on the marketing side for what was then known as Liberty Media, I shifted to introducing and managing new feeds on the programming side.

I not only had the thrill of leading the launch of 18 distinct streams – including a joint venture with the Henson Company, The Sesame Street Channel – but I dug into the details and got intensely creative to identify and select hidden hits that captivated viewership, enhanced brand perception, and provided localized content as we expanded from 3 to 36 international markets.

- ▶ With a true affinity for marketing, I loved every minute spent generating buzz for 20+ channels, including mapping needs; designing and coordinating major monthly promotions, contests, and giveaways; and analyzing post-launch results to snowball our marketing impact.
- ▶ As the network grew from 2 to 20 feeds and an astounding 20 to 400+ employees, I led 22 direct reports, constantly hiring, onboarding, mentoring, evaluating, and training to keep talent happy and engaged during our mind-blowing growth.
- ▶ With the senior VP of operations' blessing, I pulled together a cross-functional acquisitions, programming, and marketing communications team to design databases, forms, and processes that replaced chaos and ineffectiveness with clear protocols, streamlined workflows, and defined if/then action steps to amplify productivity, interdepartmental collaboration, and operational efficiency.
- ▶ I then took it one step further by partnering with our media management software provider to shape a solution that improved data aggregation and reporting to drive high-impact content, scheduling, and promos.
- ▶ And with a constant eye on the bottom line, I never failed to negotiate for the best return on broadcasting rights to make the most of my \$1M+ budget.

English as a Second Language (ESL) Instructor

Texas Language Center

January 1995 – March 1997 | Greater Austin Area

VOLUNTEER EXPERIENCE & CAUSES

Founding Board Member

The Nest Performance & Media Arts Center

What a great experience to be a founding board member for The Nest Performance and Media Arts Center, a nonprofit 501(c)(3) organization that fosters a supportive community of artists in Austin by providing an opportunity to develop unique voices, a diverse audience, and dynamic programming.

EDUCATION

University of Texas at Austin

Bachelor of Arts (B.A.), Humanities | Film Studies

Immersive International Exchange Program Participant: Lisbon, Portugal & Brussels, Belgium