

CHUCK DOUD

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PUBLIC MEDIA PROGRAMMING LEADER | AUDIENCE STRATEGIST | STAFF LEADERSHIP | AI GOVERNANCE

Senior public media leader with more than 25 years of experience in programming, audience strategy, staff leadership, content development, budget stewardship, and organizational change. Currently serve as Senior Director of Audio and Audience Strategy at WHRO Public Media, leading audio programming, audience development, talent growth, and content strategy across broadcast, digital, podcast, and streaming platforms. Also serve as Chairman of WHRO's Artificial Intelligence Committee, leading enterprise work on responsible AI use, staff readiness, ethical guidelines, and practical workflow innovation.

CORE LEADERSHIP AREAS

Programming and Content Strategy | Staff Leadership and Talent Development | Audience Growth | Membership Value | Budget and Operational Leadership | Responsible AI Governance | Public Media Strategy | Broadcast and Digital Audio | Podcast and Feature Programming | Workflow Innovation | Cross-Functional Leadership | Change Management

PROFESSIONAL EXPERIENCE

WHRO Public Media - Norfolk, Virginia

Senior Director of Audio and Audience Strategy | November 2021 to Present

- Lead audio programming, audience strategy, talent development, and content operations across WHRO Public Media's broadcast and digital audio platforms.
- Oversee programming and strategic direction for local talk, news, podcasts, feature programming, classical music, nostalgia programming, and digital audio distribution.
- Lead and develop staff across programming, production, journalism-adjacent content, digital distribution, and audience-facing initiatives.
- Serve as strategic budget lead for content and audience work, aligning resources with programming priorities, institutional goals, membership value, and long-term sustainability.
- Work with executive leadership on audience growth, revenue and membership strategy, operational planning, organizational priorities, and regional market opportunities.
- Guide programming teams through changing audience behavior, platform fragmentation, resource pressure, and emerging technology adoption.
- Support continued development of WHRO's journalism and public service content strategy while maintaining clear standards around editorial trust and audience value.

Chairman, Artificial Intelligence Committee | 2025 to Present

- Chair cross-functional AI governance work involving editorial, operations, technology, production, education, compliance, administration, and senior leadership stakeholders.
- Lead enterprise work on responsible AI adoption, including staff readiness, ethical guardrails, departmental standards, practical training, and workflow innovation.
- Organize committee work across three priorities: departmental standards and ethics, staff training, and innovation lab development.
- Guide development of AI usage standards designed to protect editorial integrity, privacy, public trust, staff judgment, and organizational culture.
- Lead practical staff education around large language models, prompting, verification, privacy, human-in-the-loop review, and appropriate low-risk use cases.
- Advise leadership on AI-related risks, opportunities, staff confidence, operational use cases, and future-state organizational planning.
- Promote a human-first and human last AI workflow with a focus on transparency, verification, time returned to staff, and mission-focused work rather than technology for its own sake.

Director of Programming and Audience Strategy | November 2016 to November 2021

- Led and managed more than 15 staff members across on-air talent, digital production, journalism, programming, and independent contractor roles.
- Oversaw a seven-million-dollar annual operating budget for programming and content operations.
- Managed content for WHRV-FM, WHRO-FM Classical, WFOS-FM, and audio content distributed through WHRO.org.
- Created and supervised content across broadcast, digital, social, and smart-device platforms.
- Reported to the Chief Executive Officer, Chief Financial Officer, and Chief Content Officer on market opportunities, revenue growth, membership value, and regional audience development.
- Served as a key contributor in the development of WHRO's award-winning journalism department, including support for early newsroom content development and execution.

iHeartMedia - Norfolk, Virginia

Executive Producer, Programming Lead, Morning Show Host | May 2015 to November 2016

- Led programming and the full air staff in a competitive commercial media environment, achieving record highs in ratings and revenue.
- Hosted the daily morning show and served as Executive Producer, combining audience-facing talent with strategic programming leadership.
- Coached on-air talent and supported budgetary, programming, and operational standards.
- Collaborated with sales and marketing teams to create digital revenue opportunities through social media, video, and online content platforms.
- Developed and supported multi-market media content initiatives across the iHeart Radio network.

- Recognized twice as regional iHeart Employee of the Month within 15 months.

Entercom - Norfolk, Virginia

Morning Drive Host, Executive Producer, Programming Leader | May 2001 to June 2014

- Hosted and led a highly rated morning show for 13 years, driving station brand, ratings, audience loyalty, revenue, and community visibility.
- Developed and executed programming strategies that helped keep the station a consistent top biller in the market.
- Created community engagement initiatives across broadcast, digital, social media, and smart-device platforms.
- Integrated sales initiatives with programming while maintaining content quality and audience trust.
- Generated more than four million dollars for local charities, including campaigns supporting a children's hospital, LifeNet, and the National Alopecia Foundation.

EARLIER CAREER

Greater Media - Philadelphia, Pennsylvania | Creative Director, Greater Media Marketing | 1998 to 2000

DMG Business Solutions - New York City and Los Angeles | Owner | 1995 to 2002

Big City Radio - New York City, Los Angeles, and Chicago | Creative Director | 1993 to 1998

ADDITIONAL LEADERSHIP AND ADVISORY EXPERIENCE

- Management Team Chair, WHRO Public Media
- New Business Development Board, WHRO Public Media
- PRPD National Panelist and Consultant for Effective Mergers and Acquisitions
- Executive Board Member, Chesapeake Humane Society
- Virginia Association of Broadcasters award recipient for content and community service

EDUCATION AND CERTIFICATION

Associate Degree, English - George F. Baker, Tuxedo, New York

Project Management Certification

TECHNICAL AND OPERATIONAL PROFICIENCIES

AI technology and implementation | Content creation and distribution systems | Programming workflows | Broadcast operations | Podcast and digital audio strategy | Budgets and P&L; | Forecasting | Marketing analytics | Board and membership presentations | Fundraising support | Public speaking | Vendor coordination | De-escalation communication | Executive security practices | Employee wellness support | Emotional intelligence