

## NFCB Announces New President/CEO: Maxie Jackson



The National Federation of Community Broadcasters (NFCB) today announced that its new President and CEO will be Maxie C. Jackson III. Jackson will replace Carol Pierson who is retiring after serving for 12 years in that role. He will begin January 2010.

Jackson is currently the Senior Director Program Development of New York Public Radio (WNYC) where he has been involved in strategic planning for national and local programming, outreach and audience development efforts, and new media and marketing initiatives. He was intimately involved in the launch of *The Takeaway*, a CPB-funded effort to create a national morning drive program that would attract and actively engage audiences of color.

Before joining WNYC, Jackson served as radio program director for WETA (Washington, DC) and acting general manager of WEAA (Baltimore).

He is currently a member of the board of directors for The Development Exchange, Inc., the executive board of Eastern Region Public Media, the Maker's Quest 2.0 Talent Committee of The Association of Independents in Radio, and the Program Director Advisory Group of Public Radio International. He served on the executive board of the African American Public Radio Consortium.

NFCB Board Chair Deb Benedict, executive director of WTIP (Grand Marais, MN), said, "The NFCB board is very much looking forward to working with NFCB's new leader. Carol Pierson and the other staff have brought NFCB to a place of financial stability and national recognition. We think Maxie will take us to the next level and beyond. His vision and goals are in alignment with ours and he has an energy and passion for community media that is breathtaking. We are excited to begin this new era for NFCB and community radio."

“My selection as CEO and president of NFCB is a high point in my professional development,” said Jackson. “I have many individuals and institutions to thank for preparing me for this moment. I plan to lead NFCB with the deep passion, mission integrity, and commitment to excellence I have brought to every opportunity I’ve been afforded. What makes this opportunity so exciting for me is my intimate belief in the values of community engagement, authentic multiculturalism and public service.”

Carol Pierson, retiring president and CEO said, “I’m delighted to have someone assuming the reins at NFCB who has such an extraordinary background and commitment to diversity, localism and community engagement. His experience will further the work NFCB has done with Native Public Media and the Latino Public Radio Consortium to create a truly diverse and representative public media system.”

The National Federation of Community Broadcasters is an alliance of stations, producers, and others committed to community radio. NFCB advocates for national public policy, funding, recognition, and resources on behalf of its membership, while providing services to empower and strengthen community broadcasters through the core values of localism, diversity and public service.

###