

EXECUTIVE SEARCH

 **ArkansasTV** *Foundation*

CHIEF EXECUTIVE OFFICER



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JN-102026-39634

Client: Arkansas TV Foundation

Role: Chief Executive Officer

Location: Conway, AR

Reports To: Board of Directors

Website: arkansastvfoundation.org



SITUATION OVERVIEW:

ZRG Aspen Leadership Group is proud to partner with the Arkansas TV Foundation in their search for a **Chief Executive Officer**.

ABOUT ARKANSAS TV FOUNDATION:

For more than 60 years, the Arkansas TV Foundation (Foundation) has been delivering educational programming and resources on-air, online, and in communities across Arkansas. As Arkansas's only statewide public television network, Arkansas TV informs and inspires learners of all ages through local storytelling, educational resources, and meaningful community partnerships. The network has more than 24,000 members, and its coverage reaches 96% of Arkansas.

Following federal funding cuts from the Corporation for Public Broadcasting, Arkansas TV considered dropping its PBS membership. However, in June 2026, the foundation surpassed its \$2.15 million fundraising goal to cover Fiscal Year 2027 PBS dues, enabling the network to continue its affiliation with PBS and its programming. The foundation also secured over \$1.5 million in commitments for both FY 2028 and FY 2029, alongside major contributions from the Knight Foundation, the Walton Family Foundation, the Schueck Family Foundation, the Tyson Family Foundation, and anonymous donors.

Valuing excellence, innovation, and collaboration, Arkansas TV delivers compelling local productions. Their programs broaden horizons, inform citizens to make the best decisions, and enlighten the minds of children. They convene communities to discuss important topics to find solutions. And most importantly, they bring educational resources to even the most rural areas of the state.



POSITION:

The Arkansas TV Foundation seeks a strategic, relationship-driven, and mission-centered **Chief Executive Officer** (CEO) to lead the Foundation into its next chapter of growth, support, and impact.

The CEO will serve as the Foundation's chief executive and primary fundraising leader, working closely with the Foundation Board of Directors, the Arkansas TV Network (Network) Executive Director, donors, staff, community partners, and stakeholders. The CEO will be responsible for growing revenue, ensuring the Foundation's support of public television in Arkansas, cultivating high-impact relationships, leading the Foundation staff, and ensuring systems are in place for long-term success. The CEO will collaborate with the Arkansas TV Network Executive Director and staff regarding shared priorities and the translation of Arkansas TV's mission and strategic needs into compelling philanthropic opportunities.

The CEO's success will be evaluated in part by their ability to

- build a strong, healthy, and productive working partnership between the Foundation and Arkansas TV;
- achieve or exceed annual contributed revenue goals that include corporate funding;
- grow financial support for Arkansas TV, including restricted and unrestricted funding;
- secure new funders and deepen relationships with existing supporters;
- build strategic partnerships that create measurable revenue, engagement, or mission impact;
- recruit, develop, and retain a high-performing staff team;
- strengthen the Foundation's systems, processes, fundraising infrastructure, and operational capacity; and
- develop a strong pipeline of donors, partners, corporate supporters, and future board leaders.

The ideal candidate will be an experienced nonprofit leader and fundraiser who can pair disciplined financial management with inspiring relationship-building. They will bring sound judgment, strong communication skills, comfort with complexity, and a deep commitment to public media's role in education, culture, civic life, and community connection across Arkansas.

FROM THE BOARD OF DIRECTORS:

Thank you for your interest in the Arkansas TV Foundation's CEO position.

ArkansasTV has been a staple of education and lifelong learning in Arkansas for many years. Personally, I began volunteering at the network in high school. I've remained connected and involved for 20 years and now serve as board president during a time of transition. I've stayed

involved because our opportunity is great, and our impact across the state is both measurable and deeply felt.

ArkansasTV is the PBS affiliate for our entire state. The network also delivers the largest teacher enrichment and education program in Arkansas. Every teacher in the state receives training and resources from us, and more than 96% of Arkansas homes have access to our programming. It's no secret that Arkansas is not a leader in education, which makes our role even more crucial: The only preschool many Arkansans will attend is in their living room, watching ArkansasTV.

You're evaluating us at a crucial turning point in our existence. After the 2025 cuts to the Corporation for Public Broadcasting, many state television networks and PBS affiliates found themselves struggling and underfunded. Arkansas was no exception. Our governor-appointed commission chose to disaffiliate from PBS. We were the first state in the country to do so, but we won't be the last. Due to public outcry, the vote to disaffiliate was paused. The Foundation was then asked to secure the funding needed to continue with PBS because our state legislature was unwilling to do so. Our now-retired CEO led the charge alongside a group of engaged citizens and secured commitments that will allow us to remain a PBS affiliate for the next three years. All of this work was completed in less than four months. It was a herculean effort—and one that proved Arkansans care about the quality of their public television and are willing to support it financially.

A new governor-appointed CEO joined the network last year. His goal has been to place greater emphasis on Arkansas, education, and local programming while relying less on PBS as our sole source of content. This has created both a significant challenge and an exciting opportunity. Many PBS loyalists see any change or diversion as a loss, while many others throughout the state are excited to see more local programming and Arkansas-centric content.

Our new Foundation CEO will have the opportunity to forge a new relationship with the network staff and help chart the course for our future. They'll also have the chance to develop their own team by hiring staff to fill positions that opened up due to retirements and voluntary departures. The positions were put on hold until the new CEO arrives and begins to select their team and chart the course ahead.

We have a tremendous opportunity to work together to solidify the future of public television in Arkansas, and it promises to be rewarding and to have an enormous impact throughout our state. I appreciate your consideration!

— Drew Spurgers, Board President

RESPONSIBILITIES:

The **Chief Executive Officer** will

- align Foundation fundraising strategy with Network priorities while maintaining appropriate Foundation governance, fiduciary responsibility, and donor stewardship;
- build trust, clarity, and communication between Foundation staff, Foundation board members, Arkansas TV leadership, and Network staff;
- identify, cultivate, solicit, and steward major donors, institutional funders, corporate partners, foundations, and community supporters;
- monitor fundraising performance and financial results, using data to assess progress and adjust strategy;
- maintain a statewide perspective and presence, ensuring the Foundation's relationships reflect the communities Arkansas TV serves;
- develop partnerships that produce measurable return through revenue growth, community engagement, in-kind support, strategic visibility, or mission impact;
- hire, train, manage, and retain talented staff and provide them with clear goals and expectations, ensuring staff have the resources, professional development, and support needed to succeed;
- strengthen fundraising systems, donor management practices, reporting tools, policies, and operational processes;
- provide timely, accurate, and strategic information to the Board to ensure it is informed, engaged, and equipped to fulfill its governance and fundraising responsibilities; and
- partner with the Board on fundraising, donor cultivation, strategic planning, and board development.

QUALIFICATIONS:

The Arkansas TV Foundation seeks a **Chief Executive Officer** with

- a commitment to public media, education, storytelling, cultural preservation, civic engagement, and the mission of Arkansas TV – to deliver educational programming and resources on-air, online, and in communities across Arkansas;
- experience cultivating, soliciting, and stewarding major donors, corporate partners, foundations, and institutional funders;
- excellent financial acumen, including budget development, revenue forecasting, and performance management;
- an ability to lead and develop staff by inspiring, mentoring, and motivating people and collaborating effectively;
- an ability to build trust and authentic relationships with donors, board members, staff, community leaders, institutional partners, and public-sector stakeholders;

- experience working with a Board of Directors and its committees;
- outstanding written, verbal, and public communication skills, and comfort serving as both an external ambassador and internal executive leader; and
- excellent problem-solving skills and an ability to think both analytically and creatively.

At least seven years of progressively responsible experience in nonprofit leadership, fundraising, public media, education, arts and culture, community development, or a related field is required for this position.

The Arkansas TV Foundation will consider candidates with a broad range of backgrounds. If you are excited about this role and feel that you can contribute to Arkansas TV, but your experience does not exactly align with every qualification listed above, we encourage you to apply.

REPORTING RELATIONSHIPS:

The **Chief Executive Officer** will report to the [Board of Directors](#). The CEO will partner closely with the Arkansas TV Network's CEO and have the opportunity to guide the Foundation's future staffing decisions.

SALARY & BENEFITS:

The target salary for this position is \$140,000. The Arkansas TV Foundation offers a comprehensive package of benefits, including medical, dental, and vision insurance, life and disability insurance, a 403(b)-retirement plan with employer contributions, and generous paid time off.

LOCATION:

Life in Conway, Arkansas, has a distinctly welcoming, community-centered feel. It is home to multiple colleges and universities offering numerous arts & cultural experiences, and its downtown core offers a variety of shopping options, live music, and seasonal events. Residents also have plenty of room to get outdoors. Lake Conway spans 6,700 acres and is a favorite destination for Arkansas anglers, while Beaverfork Lake is a popular spot for water recreation. With Little Rock about 30 miles away, roughly a half-hour drive via I-40, residents can enjoy Conway's small-city rhythm while the capital's wider dining, culture, and airport access stay within easy reach.



APPLICATION PROCESS:

All applications must be accompanied by a cover letter and résumé. Cover letters should be responsive to the mission of Arkansas TV and the responsibilities and competencies presented in

the position prospectus. Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit: [Chief Executive Officer, Arkansas TV Foundation](#).

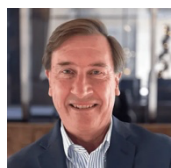
To nominate a candidate or inquire about the position, please contact [Tom Jennings](#).

ABOUT ZRG PARTNERS:

ZRG is a global talent advisory firm that is changing the way companies find, hire, and manage talent through its data-driven approach to executive and professional search. The company's digital Zi platform combines talent intelligence, candidate insights, and process improvement to dramatically deliver executive searches quicker and with proven better results.

ABOUT ZRG ASPEN LEADERSHIP GROUP:

ZRG Aspen Leadership Group (ALG) supports exceptional careers in the nonprofit sector, recruiting presidents, executive directors, and chief advancement officers and helping them recruit, train, and inspire high-performing teams. The company's search services and leadership consulting focus on building teams that enable an organization to engage all its potential donors and volunteers and to drive unprecedented fundraising results.



Tom Jennings

Managing Director

tomjennings@aspenleadershipgroup.com

Tom Jennings has over thirty years of experience in advancement, university management, fundraising campaigns, volunteer board management, and talent recruitment and management. Prior to his work with ZRG Aspen Leadership Group, Jennings rejoined Washington and Lee University from 2020-2024 as VP for University Advancement, where he led the early phases of W&L's \$650 million fundraising campaign, and managed Alumni and Career Services, University Development, Advancement Operations, Law Advancement, Special Events, Guest Housing, and Travel/Lifelong Learning Programs. Jennings previously served in fundraising leadership roles at W&L from 1992-2002.

Jennings rejoined the University of Virginia in 2002 as the chief development officer for the College and Graduate School of Arts & Sciences. Jennings subsequently served as AVP for development on UVA's senior central development staff from 2006-10, overseeing fundraising teams in the schools of Engineering, Architecture, and Education, as well as initiatives with the Arts Council, Museums, Historic Preservation, and Science & Technology.

From 2010-2020, Jennings served as the VP for University Advancement at Florida State University and President of the FSU Foundation, where he led the Advancement Division's nearly 200 staff

members in academic and athletic fundraising, alumni relations, advancement services, investment management, and real estate development efforts, and he successfully led FSU's first \$1 billion campaign. Jennings also served on the boards and executive committees of five of FSU's institutionally related foundations (IRFs).

Before beginning his advancement career, Jennings was the Director of Residence Life at Davidson College (NC) and a Residence Coordinator at UNC-Charlotte. He holds a B.S. and M.A. in psychology from James Madison University (VA) and a Ph.D. in higher education administration from the University of Virginia. He is based in Lexington, Virginia.