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Interactive Experience

KUT Radio

<http://www.kut.org/>

Austin, TX *July 2005–Present*

Director of Channels

- Established and managed 7 person radio technology department (studios, broadcast, IT, and Internet) with a budget of \$1 million.
- Led relaunch and expansion of KUT.org, doubling traffic and increasing locally-produced content.
- Managed transition of KUT.org from proprietary Web technologies to open source backend (mySQL, Ruby on Rails, Linux, Apache).
- Developed strategic plan for KUT's transition from an analog to a digital facility, including studios, recording, playback, and storage.
- Explored and implemented new digital opportunities, including podcasting and cellphones.
- Oversaw development of station's HD Radio effort and expansion to 3 stations (KUT2 and KUT3).
- Created first-ever redundancy/failover plan for all key technical systems, including membership databases, broadcast chain, automation systems and Web site.

American Public Media / Minnesota Public Radio / KPCC Radio

<http://www.marketplace.org/>

<http://www.kpcc.org/>

Los Angeles, CA *April 2003–July 2005*

Director of Interactive

- Established new media department in Los Angeles, part of a \$1.9 million budget.
- Managed a team of 4 Web producers and programmers.
- Relaunched Web site for "Marketplace" – public radio's leading financial news program.
- Relaunched KPCC.org in 3 months, tripled traffic, increased online giving, and added many new features.
- Developed strategic plan and success metrics for all MPR (LA) Web sites.
- Gathered requirements from internal and external stakeholders and translated them into site specifications.
- Advised PBS and Corporation for Public Broadcasting (CPB) on strategic and tactical issues related to interactive projects.

KQED – Public Television and Radio for Northern California

<http://www.kqed.org/>

San Francisco, CA *December 2000–March 2003*

Director of Interactive

- Established and managed a 12-person department in the creation of Web sites, interactive television projects, and handheld applications for Northern California's leading public radio and TV station.
- Led a \$2 million overhaul of KQED.org, including strategic vision, revamped interface, and backend technologies.
- Created content-sharing partnerships with dozens of local community, arts, and news groups.
- Raised online membership revenue to \$1.1 million in FY02 compared to \$600,000 in FY01.
- Increased monthly traffic from 30,000 to 180,000 Web users in under a year with no advertising budget.
- Established KQED as one of public broadcasting's leading streaming stations, with audio/video users rising from 4,000 to more than 170,000 monthly.
- Advised PBS and NPR on strategic and tactical issues related to interactive projects.

Organic Online, Inc.

<http://www.organic.com/>

San Francisco, CA *May 1998–December 2000*

Associate Creative Director

- Managed creative team (including editorial, information architecture, and design groups) through planning and production for Washington Mutual Mortgage's web site (<http://www.WaMuMortgage.com/>).
- Represented the creative department on numerous new business presentations.
- Led several internal initiatives to foster a more streamlined workflow and promote interoffice collaboration.

Strategic Planner

- Developed audience-driven business strategies for Organic's clients, including StanLee.net, Sun Microsystems, Rational Software, Digital River, and others.
- Set strategic vision for clients' Internet initiatives.
- Worked closely with clients to develop cross-channel e-commerce strategies.
- Conducted audience research and focus groups in support of strategic objectives.

Discovery Channel and Nature Company Online

<http://www.discovery.com/>

Bethesda, MD *January 1998–March 1998*

E-commerce Consultant

- Analyzed online shopping experience and developed strategies for improvements.
- Set goals and priorities for 1998 Discovery Channel e-commerce effort.

Strategic Interactive Group (now Digitas, Inc.)

<http://www.digitas.com/>

Boston, MA *July 1995–December 1997*

Vice President, Associate Director, New Media Development (Engineering)

- Developed new media marketing and development strategies for high profile clients including AT&T, American Express, IBM, Kraft Foods, Lever Bros., Kodak, Fidelity, BankBoston, L.L. Bean, and FedEx.
- Oversaw all technical development for SIG and its clients, including budgeting and project management.
- Hired and managed a staff of 50 technical managers and engineers/programmers.
- Deeply involved in the creation and implementation of clients' electronic commerce strategies.
- Worked with clients to help them understand the technical issues surrounding interactive media.
- Formed strategic partnership with Silicon Graphics and other Internet industry leaders.

National Public Radio

<http://www.npr.org/>

Washington, D.C. *December 1993–July 1995*

Producer, New Media Services

- Founded NPR Online, introducing Internet services to NPR and its member stations.
- Pioneered public radio's entry into streaming audio, establishing NPR as the world's first RealAudio site.
- Envisioned and implemented all new online services for NPR.
- Negotiated agreements with commercial online service providers to create a presence for NPR. Created structure and content for both Internet and commercial services, including AOL, eWorld, and CompuServe.

Freelance Writer and Speaker

Various Publications August 1995–present

- Spoke several times each year at broadcasting conferences on technology issues. Also presented e-commerce and personalization strategies at Web Design World.
- Wrote about e-commerce and other topics for consumer and technical publications such as Wired, Cnet's Builder.com, and other regional publications.
- Produced monthly commentary on consumer technologies for National Public Radio's "Weekend Edition," MPR's "Weekend America," and KPCC.

Broadcast Experience

National Public Radio

Washington, D.C. 1987–1989 and 1991–1993

Associate Producer/ Director, “Weekend All Things Considered”

- Coordinated all aspects of continuity for live news program, including directing host, newscaster, and engineers. Also selected and edited musical bridges between news stories.
- Directed, mixed, and edited news and feature stories, supervised host interviews, worked with reporters on special assignments, produced remote assignments with show host.
- Also held Reporter and Production Assistant roles with “Weekend Edition Sunday.”

Held progressively responsible positions in several commercial radio stations

News Reporter, WAMU-FM, Washington, D.C. (5/92-6/94)

News Director, WWZQ-AM/FM, Aberdeen, Mississippi (2/91-5/91)

News Reporter, WDWS-AM, Champaign, Illinois (9/89-2/91)

News Awards

Mississippi Association of Broadcasters

First Place: Best Overall News Coverage (1991)

Illinois Associated Press

First Place: Best Spot News Coverage (Team Award, 1991)

First Place: Best Investigative Reporter (1991)

Education

American University

Washington, DC

M.A., Broadcast Journalism, 1989

Hamilton College

Clinton, NY

B.A., Anthropology, 1987