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Alison Scholly Joins Public Media Company as Channel X Executive Director

Boulder, CO (April 1) – Public Media Company (PMC) is proud to announce that Alison Scholly will be Executive Director of Channel X. As former COO of Chicago Public Media, WBEZ in Chicago, and digital media executive for the Chicago Tribune, Scholly joins PMC as a renowned public media leader with a passion for innovative growth and a track record of success.

“We are absolutely thrilled to have Alison on board to lead Channel X. In addition to her clear vision for public media’s digital future, she has a management style that drives collaboration,” comments PMC Managing Director Erik Langner. During her tenure at Chicago Public Media as COO and interim CEO, she led a team of 135 employees and architected WBEZ’s rapid digital expansion, which included podcasts, national shows *This American Life* and *Sound Opinions* and *Vocalo.org*. Prior to her five years in public media, Scholly served as Interactive Vice President of the Chicago Tribune, expanding Tribune’s digital business and tripling audience reach to 5.1 million unique visitors a month in three years. She also served as executive producer of *Chicagotribune.com* and editor of *Metromix*, Chicago’s first online arts and entertainment website. Scholly holds a graduate degree from the Medill School of Journalism at Northwestern University.

“Channel X is an innovative platform ready-made for the changing nature of content development and news flow,” comments Channel X Executive Director Alison Scholly. “Qualified content providers can submit films, shows, news reports and performances, dynamically managing licensing terms and pricing. Broadcasters can easily browse, watch, license and download broadcast-quality content to enhance their role as a critical curator of news and information in their local markets. The platform can also be used for cross-media collaborations, such as planning, sharing and streaming video content from partners.”

Channel X is an emerging online marketplace where storytellers and broadcasters exchange media. To simplify the process of getting independent video content on television, Channel X provides a persistent and accessible platform for public broadcasters to discover new, non-traditional and inspiring stories for their communities. This project was made possible by the generous support of the Wyncote Foundation, the John D. and Catherine T. MacArthur Foundation, and the John S. and James L. Knight Foundation. To stay updated on Channel X developments, visit www.channelx.org.

Public Media Company (PMC) is a national nonprofit that organizes strategic partnerships and delivers solutions that increase public media’s impact in their communities. Over the past 13 years, Public Media Company has worked with more than 275 media organizations in 46 states. In a shared national effort with clients and funders, PMC is developing innovative content sharing and discovery platforms: Channel X, VuHaus, and the Public Media Database. www.publicmedia.co

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