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Virginia Foundation for Public Media Names Two New Senior Executives

Steve Humble, The Martin Agency COO, and Gary Ometer, Virginia College Savings Plan CFO, to become Chief Content Officer and Chief Financial Officer, respectively

Richmond, Va., April 16, 2019 – Steve Humble, the chief operating officer of The Martin Agency, and Gary Ometer, the chief financial officer of the Virginia College Savings Plan, have been named as the first-ever chief content officer and chief financial officer, respectively, of the Virginia Foundation for Public Media (VFPM) and Commonwealth Public Broadcasting Corporation (CPBC), the Foundation announced today. The two senior executives, who will report directly to Foundation CEO Jayme Swain, will begin their new posts next month.

As the new chief content officer, Humble will set the vision, strategy and goals for multi-platform content development and distribution in alignment with the organization’s mission to use the power of media to educate, entertain and inspire. Humble will oversee all productions, including established television shows like *Virginia Currents*, *Charlottesville Inside-Out* and *Virginia Farming*, as well as future programs; long-form documentaries; all radio news gathering; and all digital elements of the corporation’s PBS and NPR stations in Richmond, Charlottesville and Harrisonburg.

As the new chief financial officer, Ometer is responsible for the organization’s fiscal health, which includes the development of a financial and operational strategy, metrics tied to the strategy, and the ongoing development and monitoring of control systems designed to preserve company assets and develop and present accurate financial reports. Ometer will work closely with the VFPM and CPBC Boards to ensure integrity and accuracy in the organization’s accounting and finances.

“I am thrilled that Steve and Gary are joining our team at this exciting time in the stations’ history,” said Swain. “Steve has been a CPBC Board member and passionate advocate for our mission, and his expertise and entrepreneurial spirit will help strengthen our multi-platform content, distribution and audience experience.”

“As an experienced CFO with commercial, government and non-profit experience, Gary will be a critical partner to ensuring the long-term financial success of our organization. In addition to his impressive background, he models transparency, collaboration and honesty, which are essential ingredients for any successful CFO,” said Swain.

A 20-year veteran of The Martin Agency, Humble most recently served as the national advertising agency’s chief operating officer. He was previously the executive vice president/managing director of production and development and began his career at the agency as an executive producer, executing many of Martin’s award-winning advertising campaigns for clients like GEICO, JFK Library and Donate Life. While at Martin, Humble helped create three new production businesses that generated millions of dollars annually. A native of Iowa, he previously held positions at FCB Chicago, Campbell/Ewald Advertising and Leo Burnett. Humble is a graduate of the University of Iowa where he received a BA in

Communications and Media Studies. He has served on the board of directors for both CPBC and VFPM. “Working with this team as a board member for the past three years, I discovered a true love for public media,” said Humble. “I’m looking forward to putting my skills and experience toward this great organization on a full-time basis.”

The CFO of the Virginia College Savings Plan since 2008, Ometer has broad experience in investment banking (financial advisory and underwriting), commercial banking, municipal debt restructuring, cash management and investments. He is a certified public accountant and chartered global management accountant and a member of the American Institute of Certified Public Accountants and the Virginia Society of CPAs. In 2013, he was named by *Virginia Business Magazine* as the “Virginia CFO of the Year” (in the small nonprofit/government agency category). He received his Bachelor of Science degree from The Ohio State University and completed post-graduate studies at The University of Tampa and University of South Florida. “I am excited for this new challenge,” said Ometer. “I look forward to working with the team and the board to build on the progress that has already been made.”

About VFPM and CPBC

The Virginia Foundation for Public Media (VFPM) is the parent company of the nonprofit Commonwealth Public Broadcasting Corporation (CPBC), branded in the region as the Community Idea Stations. VFPM was founded with proceeds netted by CPBC in the 2017 FCC spectrum auction, which is being invested to support community-based programs and create local and national content that drive the conversation on a range of important topics (local, regional and national).

The Community Idea Stations provides public radio for central Virginia and the Northern Neck and public television for central Virginia and the Shenandoah Valley. The Community Idea Stations provides the best of PBS and NPR programming coupled with a strong set of community-based programs and services.

Radio stations provided by the Community Idea Stations include 88.9 WCVE News and 93.1 and 107.3 WCVE Music in Richmond, 89.1 WCNV Heathsville and 90.1 WMVE Chase City. Television stations include WCVE PBS and WCVW PBS in Richmond, WHTJ PBS in Charlottesville and WVPT PBS in Harrisonburg.

Through the arts, history, science, news and children’s education, the Virginia Foundation for Public Media and the Community Idea Stations are moving Virginia forward using the power of media to educate, entertain and inspire.

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