NATHAN TOBEY

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Overview

* **Seasoned Content Executive** with experience assembling and leading creative teams to imagine and execute ambitious, innovative shows and campaigns for national audiences.

Led the Podcast and National Cultural Programming division for American Public Media, with a budget of $3,000,000, responsibility for new podcast development, and a broad portfolio of successful shows. Previously led digital content initiatives at FRONTLINE(PBS), Masterpiece (PBS), WGBH, the PBS Black Culture Connection, and The New England Center for Investigative Reporting.

* **DuPont Award Winning Executive Producer** with extensive experience reinventing storytelling for the digital age.

Directly oversaw a diverse group podcasts that have been recognized as among the best in the country by *The Atlantic, USA Today, The New York Times* and *The New Yorker.* Our show *74 Seconds* just won the Peabody Award.

Previously created and launched the hit podcast *Masterpiece Studio (Downton Abbey)* for WGBH/PBS, along with the documentary podcast series *GroundTruth* (WGBH News). Produced television shows and series for Penn State Public Broadcasting.

* **Audience Development Strategist** combining a passion for marketing experimentation with a healthy metrics obsession.

Reimagined FRONTLINE’s digital content and community strategy - grew FRONTLINE’s Facebook following 1000%, Twitter following more than 2000% and helped double web traffic.

Experience

QCatalyst

*Senior Consultant, Digital Transformation*

January 2018 to present

* Helping NPR and PBS stations across the country accelerate their digital transformations – content, distribution, marketing and business operations – to become more essential to millions of Americans.

American Public Media

*Director, On Demand & National Cultural Programming*

January 2017 to August 2018

* Led the team building APM's national podcast strategy, shows, and new content development.
* My show roster included the hit shows: “74 Seconds,” “Terrible, Thanks for Asking,” “The Hilarious World of Depression,” and the country’s leading podcast for kids, “Brains On.” I also consulted on “In The Dark.”
* Managed the production and staff of the long-running NPR distributed radio show, "The Splendid Table,” and its introduction of a new host, Francis Lam.
* Oversaw “74 Seconds,” a co-production with MPR News that was recently awarded a Peabody Award as well as the Gold Medal for Documentary at the Third Coast Audio Festival.
* Led the process to end the national radio show “The Dinner Party Download.”

PBS Masterpiece: Downton Abbey Podcast

*Creator and Senior Producer*

2015-2016

* Led a team of producers and a host to create the first official Downton Abbey podcast for WGBH and PBS. The show features in-depth interviews with the cast and crew of the show, as well as historical context, behind-the-scenes moments, and guest commentary.
* The most successful podcast in WGBH and PBS history. The show was listened to more than two million times in a little over two months.

The GroundTruth Project (WGBH)

*Creator and Executive Producer (WGBH News Podcast)*

2015-2016

* Led a team of producers – including a sound designer – to create the GroundTruth podcast for WGBH. The show features in-depth international journalism from correspondents on the front lines of conflicts around the world.
* Responsible for show concept, budget, editing, writing, interviewing and team supervision, as well as the partnership with WGBH.
* The show won a Columbia DuPont and a regional Edward R. Murrow award, was featured on PRI’s The World, and was selected for Itunes, Stitcher and PRX national promotion.

Cowbird

*General Manager*

2014 – 2015

* Worked closely with the CEO to oversee editorial, digital strategy, and partnership development, including relationships with national radio and television shows, high-profile storytellers, non-profits and foundations.
* Here’s an example initiative I designed and ran during my tenure: <http://cowbird.com/seed/sonic/>.
* Supervised the daily editorial work of highlighting stories, sending community emails, and amplifying stories with social media.

New England Center for Investigative Reporting (WGBH)

*Director of Digital Strategy and Audience Development (Consulting)*

2014 - 2015

* Oversaw digital strategy and audience development for the center, including interactive content development, media outreach and partnerships, web design and optimization, social media, audience engagement and long-term content strategy.
* Worked closely with the center's award-winning journalists and executive director to build the center’s digital and audience development protocols and staff.
* Supervised a digital producer/developer, audience development director, and web video producer.
* Led a complete digital overhaul: rebranding and redesign of the website and all digital properties.
* Led the launch of several national, multi-platform interactive investigations. This one, on Lyme Disease testing -- quickly become the second most visited story in the center's history, and has been covered by ABC News, BoingBoing, the PBS Newshour, Web MD, a wide range of local NPR stations across New England: <https://necir.creatavist.com/lymediseasetesting>.

FRONTLINE (PBS/WGBH)

*Digital Engagement Producer*

2010-2014

* Responsible for content, strategy and oversight of all digital engagement initiatives.
* Worked closely with producers and editorial staff to incorporate engagement and interactive features into their work.
* Created a prototype for the series’ YouTube original content strategy.
* Wrote digital/social portions of millions of dollars worth of grants.
* Managed e-mail newsletter content and subscription strategy.
* Produced post-broadcast chats with filmmakers and film subjects, which have become one of the series’ most popular digital features. Chat partners have included *The New Yorker, The New York Times, The Atlantic, Univision* (bilingual chats)*,* and *Wired*. Sample: <http://bit.ly/AcE1CK>
* Created Fan Friday profiles and Saturday Matinees, among the series’ most successful social media features.
* Supervised dozens of social media and promotions interns.

Penn State Public Broadcasting (WPSU)

*Lead Producer*

2006-2010

* Produced a broad range of convergence projects, combining new media, radio, and television.
* Coordinating producer for political coverage. Led the interactive WPSU Vote ’08 project, which set a series of new web traffic records for the station.
* Executive producer of Conversations from Penn State, an in-depth interview program airing nationally on the Big Ten Network (<http://conversations.psu.edu>).
* Coordinating producer of national content for Penn State on the Big Ten Network.
* Created a Penn State course in which local veterans of the Iraq War were trained to be its storytellers (<http://www.wpsu.org/backfromiraq>).
* Led the New Business Models team, which analyzed evolving business models for public media.
* Let the ten-person Content and Distribution team, responsible for setting content strategy for the station.
* Managed production budgets for documentaries, debates, weekly series, and major interactive projects.

Centre Daily Times

*Reporter and Editor*  2005

• Wrote creative non-fiction pieces on topics ranging from police tactics to the realities of football culture.

South African Broadcasting Corporation (SABC)

*Broadcast News Reporter*

Summer 2002

* Full time broadcast journalist. Reports aired on national television in South Africa.
* Coverage included: a long form investigative story on the roots of gang violence, a news story on a local child killed by gang crossfire, a feature piece on an innovative program to rehabilitate street vagrants, an in-depth look at the South Africa tourism industry and assistance of live coverage of an anthrax scare at a government office. (Trip website: <http://bit.ly/w7E8ZN>).
* Awarded a National Student Emmy and Atlanta Press Club award for my reporting.

Education

EMORY UNIVERSITY

BA in Journalism and History, *Summa Cum Laude*; GPA: 3.96*.* Phi Beta Kappa. 2005

MA in History, 2005.

*Additional Coursework:* Film Production – NYU; Film Production and Theory – Penn State

TRANSOM STORYTELLING WORKSHOP March – May 2014

A public media artist's residence and worskhop for a class of 9 to craft audio stories and documentary work with guidance from some of public radio's brightest lights -- including Radiolab's Robert Krulwich, This American Life's Nancy Updike, The Moth Radio Hour producer Jay Allison, and instructor Rob Rosenthal, host of PRX's How Sound.

Here’s a story I produced there: http://www.prx.org/pieces/127492-just-keep-playing