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**FOR IMMEDIATE RELEASE**

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**Debbie Hamlett Named Executive Director and General Manager for WCMU Public Media After Nationwide Search**

Debbie Hamlett has been named Executive Director and General Manager of WCMU Public Media, effective October 4. She joins after the departure of Jim Rademaker in July, who left for a position at WGTV Public Media in Grand Rapids.

“This is an exciting time for WCMU,” shares WCMU’s Interim General Manager and Director of Radio, Rick Westover. “The leadership team has been hard at work on a strategic plan, and we are looking forward to newly announced Executive Director and General Manager, Debbie Hamlett, joining us to guide the project into action. She is a community-focused team builder with a track record of harnessing the power of public media. Together we will continue to positively impact the lives of our audience and communities of service across central and northern Michigan.”

Hamlett’s background includes twenty years in public media. She most recently comes to WCMU from Nebraska Public Media, where she held a dual role as Executive Director for the station’s 501c3 Foundation board and Assistant GM/Chief Strategy Officer. She also held development leadership roles at the University of South Carolina and Illinois Public Media. Hamlett has accomplished a wide variety of successes including: the implementation of a statewide engagement strategy to increase awareness and support while building deeper relationships in communities across Nebraska; and consistent revenue growth year-over-year in annual and major giving, hitting a recent new high of \$5 million in revenue and more than 30,000 supporting members. She has established a culture of metrics and elevated the effectiveness of using social and online platforms to increase audience. Hamlett also brings experience in the education space with STEM-based content and the ability to bring partners together in support of learning initiatives.

“I look forward to joining the WCMU Public Media team as Executive Director and General Manager,” says Hamlett. “I’m excited to build on their excellent work serving communities and bringing trusted information and local content to central and northern Michigan.”

WCMU Public Media has provided television and radio programming for more than 50 years. The NPR and PBS affiliates broadcast on eight radio and four television transmitters serving viewers and listeners in central and northern Michigan, including the Upper Peninsula and portions of Ontario, Canada.

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*WCMU Public Media has provided television and radio programming for more than 50 years. The NPR and PBS affiliates broadcast on eight radio and four television transmitters serving viewers and listeners in central and northern Michigan, including the Upper Peninsula and portions of Ontario, Canada. A public service of Central Michigan University, our mission is to educate, inform, entertain and engage. Learn more about WCMU Public Media at [wcmu.org](http://wcmu.org).*