For Immediate Release
Friday, May 1, 2020

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Vermont PBS Announces President and CEO Holly Groschner To Retire
Groschner Led Station's Turnaround

WINOOSKI, Vt. - Vermont PBS has announced the retirement of Holly Groschner, President & CEO, at the end of current fiscal year, June 30, 2020. Ms. Groschner has served the public media station since February 14, 2015. During her tenure, the station recognized growth in audience, membership, local programming, and community financial support, recapturing its status as a thriving community resource for Vermont.

The Vermont PBS Board of Directors has formed a search committee for a national search process to identify Groschner's successor. Steve Ferreira, appointed by Groschner last September as the station's Chief Operating Officer, will assume the role of interim CEO following a full board vote at the next meeting of the Board of Directors.

"We thank Holly for her dedicated service, leadership and vision," said Marguerite Dibble, Vermont PBS Board Chair. "When Holly joined Vermont PBS, she agreed to stay for three years. Five years later and now stronger than ever, the Board and Staff of Vermont PBS look toward our next chapter of service to Vermonters."

Highlights of Groschner's leadership include:

- Spearheaded the station's 2019 relocation to new headquarters in Winooski's Town Center, including a financial investment in technical upgrades for improved broadcast reliability and expanded digital production technology.
- Shifted a 3-5% annual decline in membership to growth of 4-5%, with an increase in average annual donations of 3.7% over the same period.

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- Led Senior team and Board of Directors in a strategic planning process, the first in twenty years.
- Implemented the sale of one of four of the station's broadcast licenses for $56M in the 2016 – 2017 FCC spectrum auction, providing key financial resources to build the station's future.
- Added seven key senior staff in leadership roles from around the country, increasing the station's capacity to innovate and support new operations.
- Led collaboration with Vermont Public Radio, the first in 40 years, to deliver local programming including the This Land series and state-wide polling for the 2018 and 2020 elections.
- Led the station during the creation of the nationally acclaimed children's series Mister Chris And Friends, which has garnered three regional Emmys and nine nominations to date.
- Founded, with Vermont International Film Festival, an archive of 50 years of Vermont Public Television programs, a critical video record of the state's history.
- Elevated the reputation of the station, serving on innovation teams for PBS nationally and the Corporation for Public Broadcasting (CPB). Under her leadership the CPB selected the Vermont PBS team to receive specialized training as a digital growth leader in 2019.

"It has been an honor to serve Vermont PBS!" said Groschner. "As my talented colleagues respond to COVID-19 with educational programming, cultural entertainment and trusted information, the strength and relevance of Vermont PBS is clear. I know Vermont PBS will continue to embrace the digital future, connecting our community and engaging audiences in exciting new ways. I encourage everyone to join me in supporting this vital educational and cultural service."

About Vermont PBS:

Vermont PBS connects neighbors through stories that change lives. As Vermont's only statewide independent TV station, Vermont PBS is a powerful catalyst that informs, educates and inspires. When you support Vermont PBS, you help all Vermonters learn, grow, and contribute to our great state and the world. Learn more at vermontpbs.org. Connect with Vermont PBS on Twitter, Facebook, Instagram and the Web.

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