For Immediate Release
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WGBH Names NPR Executive Bob Kempf to Head its Digital Services

Formerly led product strategy and development at Boston.com

(Boston, MA) – WGBH COO Ben Godley today announced that Bob Kempf will join the Boston public media producer as Vice President for Digital Services.

Kempf comes to WGBH from National Public Radio (NPR) where he served as Vice President and General Manager of Digital Services, leading initiatives to expand NPR as a multi-platform news network and to develop the digital capabilities of NPR member stations. Prior to that he was Vice President for Product and Technology at Boston.com.

"With his inside understanding of media organizations, his expertise in digital technology and strategy, and his focus on serving audiences -- not to mention his deep local roots -- Bob is ideally suited to move WGBH ahead in all aspects of our digital services," said Godley, who oversees WGBH's digital activities.

Kempf led a division at NPR that provided member stations with editorial leadership, business expertise, products, and revenue support as they developed local digital services for their audiences. He helped launch NPR One, a local/national on demand news app for public radio and has been instrumental in collaborative efforts to build systems and develop strategies to strengthen the public media economy.

"For the Boston region and for the nation WGBH represents what’s best in public media, and I am thrilled to join the innovative team that is moving digital in creative new directions as part of advancing their mission of public service," said Kempf.

At the Boston Globe, Kempf moved to develop the boston.com brand as the region’s leading digital local information provider and convener of local community voice. He also helped architect a strategy to reenergize the BostonGlobe.com brand as the primary digital source for the Globe’s news and journalism. Before that he initiated and led the interactive strategy for Gatehouse Media; managed internet product development for the Dow Jones Community Newspapers; and oversaw internet business development for the Cape Cod Times.

Kempf is a graduate of Boston College with a degree in political science and philosophy. He was a 2010 fellow in the Puck Sulzberger News Media Executive Leadership program at Columbia University. He resides in Plymouth, MA.

He will take on his new role at WGBH in October.

About WGBH
WGBH Boston is America’s preeminent public broadcaster and the largest producer of PBS content for TV and the Web, including Frontline, Nova, American Experience, Masterpiece, Antiques Roadshow, Arthur, Curious George and more than a dozen other prime-time, lifestyle, and children’s series. WGBH also is a major supplier of programming for public radio, and oversees Public Radio International (PRI). As a leader in educational multimedia for the classroom, WGBH supplies content to PBS LearningMedia, a national broadband service for teachers and students. WGBH also is a pioneer in technologies and services that make media accessible to those with hearing or visual impairments. WGBH has been recognized with hundreds of honors. More info at wgbh.org.
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