



4845 Pearl East Cir. Ste. 101
Boulder, CO 80301
publicmedia.co

T 720.304.7274
F 720.565.6692
info@publicmedia.co

Public Media Company Announces Carlos Barrionuevo as Director

Boulder, Colo. (January 21, 2020) – Public Media Company is expanding its team with the hiring of Carlos Barrionuevo as a director focused on local media growth strategies.

Carlos has held numerous leadership roles over his 25-year career in media developing new business ideas, forging partnerships, leading acquisitions, and securing revenue-generating opportunities. As Director of Business Development at NPR, he directed the formation of National Public Media and led the planning to create NPR Music.

Public Media Company President Erin Moran is excited to add Carlos' extensive business background to the team. "Carlos is someone who knows public media and also brings a broad, varied portfolio of commercial media experience and leadership of mission-based organizations and entrepreneurship. These valuable insights will help our clients structure and implement innovative strategic initiatives."

Carlos holds an MBA from the Simon School of Business at the University of Rochester and a BA from the University of Chicago. While his roots are in the Midwest, he recently moved to Georgetown, Maine, where he is deeply involved in bringing broadband to his rural community.

"Public media is embracing change by exploring new business opportunities to strengthen their mission and service to communities" said Carlos. "Public Media Company is a leader in effecting this change, and I'm thrilled to amplify my contributions through such a respected nonprofit institution."

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About Public Media Company

Public Media Company is a nonprofit strategic consulting firm that drives innovative and sustainable local public media growth in communities across the U.S. Over the past 19 years, Public Media Company has worked with more than 300 public and independent media organizations in all 50 states and Puerto Rico, facilitating more than \$390 million in public media station acquisitions, impacting 80 million people, or 1-in-4 Americans.

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MEDIA CONTACT: Terri Olsen: terri@publicmedia.co 720-304-7274