

# Fred Vigeant

Vice President & Chief Audience Officer

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## About Fred:

Fred Vigeant is Vice President and Chief Audience Officer at WITF. He has worked in public media for more than 20 years. Fred has overseen the programming strategy for WITF's radio and television services. Media consumption has evolved over his time in the profession and even more significantly in the past 5 years. There is more emphasis on audio and video programming beyond the traditional radio and television platforms. Fred can speak about media consumption, program development, content finability, linear vs on-demand how linear schedules work to feed into WITF's digital platforms.

Fred has a bachelor's degree from SUNY Oswego in Broadcasting and Mass Communications. He has his M.S. in Information Design & Technology from SUNY Polytechnic.

## Fred can speak to your organization about:

**Media Consumption:** How media consumption of television and radio has changed and how new trends towards on-demand viewing and listening affect traditional programming.

**Program Development:** How programs are developed in an audience-focused manner.

