



FOR IMMEDIATE RELEASE:

VUHAUS GROUP EXPANDS TEAM
Michelle Conrad Hired as Marketing Director
Michele Tharp Now Partnership Marketing Consultant
Zac Altheimer Joins as Sponsorship & Partnerships Coordinator

Boulder, CO (April 27, 2023) – [VuHaus Group](#) announces the hiring of two new members to our team in marketing and sales capacities. Michelle Conrad is named Marketing Director and Zac Altheimer joins as Sponsorship & Partnership Coordinator, while Michele Tharp moves to Partnership Marketing Consultant. The expansion allows VuHaus Group to meet the demands of an increasing number of stations in the network of public media music discovery outlets that distributes live performance video content via [NPR Live Sessions](#).



Michelle Conrad is leading VuHaus Group communications and marketing efforts, as well as coordination and shared management of VuHaus Group’s partnerships, campaigns, events, and projects. With over a decade of experience in digital marketing, Michelle has consulted some of the largest media companies in the world including [Disney](#), [ABC](#), [Nick](#), [Outside](#), and [GoPro](#). Michelle continues as Digital Media Consultant for [Paragon](#) where she works with radio stations in developing, revamping, and amplifying their digital efforts through audits, strategy and consulting to propel their results. Michelle began her career in social media analytics with

Oracle in Boulder and San Francisco. Now based in Los Angeles, Michelle enjoys the beach and family time with her husband and two children. Michelle can be reached at conrad@vuhaus.com.



Original VuHaus Group member Michele Tharp moves into a Partnership Marketing Consultant role to focus on managing collaborations for the VuHaus Group network, distribution partner NPR Music and identifying potential alliances. Michele helped launch VuHaus Group in 2015, and has been Marketing and Communications Director for the past eight years. Prior to this, Michele was a Marketing and Digital Consultant for Paragon and has also held marketing positions with several media entertainment companies including Capitol-EMI Records, Jones Radio Network, and Showtime Networks. Michele currently lives in the Bay Area with her husband and daughter and holds the position of Director of Marketing at non-profit organization, the California Film Institute (CAFILM). Michele can be reached at michele@vuhaus.com.



Zac Altheimer is responsible for assisting Chief Operating Officer and Sponsorship Director Chris Kirchner develop and manage VuHaus Group's revenue division. Zac has spent 20 years in the Triple A and non-comm world, starting at Music Allies where he handled radio marketing for festivals and artist-owned record labels. He has handled music festival marketing and artist performances, sponsorships, radio promotion, and tour marketing for independent artists. Zac lives in Asheville where he loves spending time outside on his bike and camping with his wife and son, and listening to his growing CD collection. Zac can be reached at zacalth@vuhaus.com

"This is our ideal scenario; we are able to expand our talent base and capabilities so that we can increase services and collaborations with our affiliates, while being a lean and effective organization," said Chris Kirchner. "Everyone, including our original consultants--Erin Moran at Public Media Co., Erik Langner, and Hannah Eaves--have all continued to generously provide services, along with VuHaus Group current directors Mike Henry and Mark Abuzzahab. I thank this team, our dedicated board of directors led by Roger LaMay, and our partners at CPB and NPR for their continued support. Long live public media music discovery!"

About VuHaus Group

VuHaus Group is a non-profit organization dedicated to serving public media stations. With an emphasis on increasing the impact and reach of our station affiliates, VuHaus Group creates meaningful and collaborative content, branding, editorial, revenue, and distribution opportunities. In October 2019, VuHaus.com became [Live Sessions](#) on NPR.org, which is curated and controlled by VuHaus Group and its member stations.

VuHaus Group is supported by seed funding and ongoing grants from the Corporation for Public Broadcasting and is operated by its founding partner, Public Media Company, a national non-profit organization focused on maximizing the impact of public media through innovation and strategic partnerships.

VuHaus Group includes public media outlets **WFUV** in New York City, **KCRW** in Los Angeles, **Vocalo Radio** in Chicago, **KXT** in Dallas/Ft. Worth, **WXP**N in Philadelphia, **WRTI** in Philadelphia, **GBH** in Boston, **KING** in Seattle, **OPB** in Portland, **KUTX** in Austin, **KTBG The Bridge** in Kansas City, **WUNC Music** in Raleigh-Durham-Chapel Hill, **WMOT** in Nashville, **WNP**X in Nashville, **88Nine** in Milwaukee, **WJCT** in Jacksonville, **WNRN** in Richmond/Charlottesville, **Live From Cain's** in Tulsa, **Mountain Stage** in West Virginia, and **KAFM** in Grand Junction.

Websites:

Corporate Site: <https://www.vuhausgroup.org>

Live Sessions on NPR: <https://livesessions.npr.org/>

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