

## **Nina Henderson Moore**

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Seasoned media executive with broad experience managing broadcast and digital programming, production, operations, fundraising, and marketing. An innovative leader and results-oriented general manager skilled at leading cross-functional teams to capitalize on new business opportunities and navigate the rapidly changing media landscape.

### **PROFESSIONAL HISTORY**

#### **GRIOT PRODUCTIONS and CONSULTING (2008-present)**

##### **Golden, CO**

**President.** Founded independent production company to develop and produce projects that introduce the audience to diverse worlds and cultures through universal themes in entertaining ways. Packaged projects, raised funds, produced, and found distribution. Clients have included TD Jakes Enterprises, Codeblack Entertainment, broadcast networks, funders, and independent producers.

##### **Accomplishments:**

- *Documentary productions* – Advised on production management, counseled on story development, and assisted in fundraising for multiple documentary films.
- *Independent media organization* – Modeled budget, operations planning, and fundraising for a personality-driven multi-media company with platforms to include podcasting, broadcast, radio, and digital.
- *Independent News Network* – Managed evaluation, recommendation and implementation planning for new content management system. Negotiated and managed the renewal of talent agreements and program licensing.
- *The Hot Flashes* – starring Brooke Shields, Daryl Hannah, Virginia Madsen, Camryn Manheim, and Wanda Sykes. \$5.5M budget. Distributed by Vertical Entertainment. Day-and-date release July 2013.
- *Woman Thou Art Loosed: On the 7<sup>th</sup> Day* – Starring Blair Underwood and Sharon Leal. \$2M budget. Distributed by Codeblack Entertainment/Universal. Released February 2012. NAACP Image Award Nominee.

#### **FREE SPEECH TV (2016-2022)**

##### **Denver, CO**

**General Manager and Chief Content Officer.** Managed station operations of this national, independent, non-profit progressive news network with 12 hours of live daily programming, including *Democracy Now!*, *The Thom Hartmann Program*, *The Stephanie Miller Show* and *The Randi Rhodes Show*. Implemented more efficient fundraising, production, acquisitions, and distribution operations as a foundation to scale the organization and achieve greater impact. Developed a freelance network of producers nationwide through partners and freelancers to provide coverage of social justice issues and events. Automated broadcast, digital and fundraising operations for scalability and growth with redesigned website, new video management system, new broadcast and digital platforms, and new customer relationship management platform.

#### **RLJ ENTERTAINMENT (2013-2015)**

##### **Los Angeles, CA**

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**President** – Urban Movie Channel (currently AllBlk)

Led the development and expansion of the OnCue YouTube Channel into a proprietary digital channel offering urban-themed programming and original content. Managed website development, branding, and trademarking, encoding of 500 title library, acquisitions, and beta test launch, negotiated production and acquisitions deals.

**BLACK ENTERTAINMENT TELEVISION (2001-2006)**

**Washington, DC; New York, NY; Los Angeles, CA**

**Executive Vice President** – News, Public Affairs, and Program Acquisitions

**Senior Vice President** – News, Documentaries, Program Acquisitions, BET Pictures

Managed national news and public affairs programming division. Negotiated acquisitions and oversaw delivery of films, documentaries, and series. Served as liaison with Viacom to integrate BET operations into new parent company. Managed theatrical release development department in partnership with Paramount Studios.

**Accomplishments:**

- Restructured the news programming strategy to reach the network's youth target across multiple platforms, including briefs on air, on BET.com, and on mobile.
- BET News programs became #1 source for news. Including the #1 interview news program and #1 general news program among African American HH.
- 52% average rating increase within first year for existing shows – *BET Nightly News*, *BET Tonight with Ed Gordon*, *Teen Summit*, and *Lead Story*.
- Negotiated production partnership with CBS News and successfully moved the news production headquarters from Washington DC to NYC.
- Developed and produced award-winning new weekly shows – *The Chop Up*, a weekly news magazine; *Meet the Faith*, a unique Sunday news talk-show that looked at news from a moral and spiritual perspective.
- Developed and co-produced 4-hour live telethon, Saving OurSelves (S.O.S.) raising over \$11 million to benefit the victims of Hurricane Katrina.
- Negotiated the largest acquisition deal in BET's history with Paramount Television for the exclusive rights to Showtime's award-winning series, *Soul Food*, and the UPN comedies, *The Girlfriends* and *One-on-One*
- Negotiated and managed a partnership with Oxygen to produce a unique animated series featuring two African American female characters entitled *Hey Monie!*
- **Awards:** 3 NAACP Image Awards – *Teen Summit* – Best Children's Series; *BET Attack on America: Black Journalists Covering and Recovering*; *BET Tonight Special* – *Aaliyah*. NAMIC Vision Award for best animated series – *Hey Monie!*

**BET PICTURES (1999-2001)**

**Los Angeles, Washington D.C.**

**President and COO** – Created a low-budget studio system to produce theatrical and made-for-television movies and documentaries. Managed original film development and production, acquisition, marketing, distribution, and overall strategic planning.

**Vice-President** - Marketing and Distribution – BET Pictures

Responsible for the creation of a film distribution network, the execution of marketing strategies, film acquisitions, optioning scripts for development, and overall studio administration.

**Accomplishments:**

- Oversaw production and delivery of 13 made-for-television movies for \$13 million over two years. The largest slate of African American made-for-television movies based on the BET's Arabesque Books label of African American-themed romance novels.  
**Awards:** NAACP Image Award.

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- Acquired films for theatrical release - *Harlem Aria* starring Damon Wayans, Gabrielle Casseus, and Paul Sorvino; and *Book of Love* starring Richard T. Jones, Anthony “Treach” Criss, Salli Richardson and Robin Givens.
- Negotiated and executed theatrical distribution partnership with Artisan Entertainment.
- Oversaw development and production of *Journey's in Black*, a 10-part original biography series featuring African American newsmakers and celebrities with documentary producer, Sam Pollard.
- Distributed all 23 originals in foreign markets in partnership with Paramount Global.

#### **ENCORE MEDIA GROUP (1997-1999)**

**Denver, CO**

- **Vice President – BET Movies/Starz!** A joint venture between BET Holdings, Inc., and Encore Media Group and cable's first all-Black movie channel. Responsible for overall strategic direction, sales, marketing and \$60+ million budget. Managed cross-functional teams to launch and grow this network including programming, development, creative services, sales, marketing, and research. **Recognition:** 1998-99 WICT Betsy Magness Fellow. Featured in *Hollywood Reporters' Women in Entertainment* special issue as one of today's key female executives.

#### **Accomplishments:**

- Launched channel and gained distribution to over 100 cable systems with over 8 million subscribers within 2 years, including 8 of the nation's top 10 black metropolitan areas by creating a community-based grassroots movement for the first All-Black Movie Channel.
- Created the *Reel History* Educational Initiative to educate high school students about the accomplishments of Black Americans in the film industry.
- Launched unique programming blocks including an annual Pan African Film Festival, Quix Flix (film shorts), and Focus on Black Filmmakers,
- Supervised development and production of four original productions – *Funny Valentine*, starring Alfre Woodard and Loretta Devine; *Scandalize My Name, Stories from the Blacklist*, hosted by Morgan Freeman; *Melvin Van Peebles' Classified X*; and *Loving Jezebel* starring Hill Harper.

#### **THE GRIOT GROUP (1995-1997)**

**Boston, MA**

**President**

Launched and achieved first-year profitability at this multicultural strategic marketing agency helping corporate and non-profit clients in New England, New York, and California. Clients included Southern New England Telephone, Massachusetts Anti-Smoking Campaign, Scholastic, Inc., and The Museum of Afro American History.

#### **THE BOSTON CABLE CO-OP (1993-1995)**

**Boston, MA**

**Executive Director.** Developed and implemented marketing and advertising plans and strategies to expand this 870,000-subscriber co-op in Greater Boston serving the Time Warner Cable, Continental Cablevision, and Cablevision Systems. Increased premium connects by over 7% and basic connects by 5%. Negotiated a 15% increase in funding from cable program networks.

**Recognition:** Profiled as one of *Cablevision* magazine's The Next Generation.

#### **COX CABLE, JEFFERSON PARISH (1991-1993)**

**New Orleans, LA**

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**Assistant Marketing Manager.** Managed and directed the team which developed and implemented marketing of cable television services and customer services to 117,000 subscriber system. **Recognition:** 1991-92 Walter Kaitz Fellow.

### COMMUNITY INVOLVEMENT

#### **Volunteer Boards:**

Current positions:

- Board Chari, Governing Board of the Colorado Sun (2021-present) a nonpartisan, non-profit media organization whose mission is to create, produce, and disseminate accurate, unbiased, and independent news and information, to educate the public about civic matters, and to encourage civic engagement and discourse.
- Co-President of the Harvard Business School African American Alumni Association (2022-present), whose vision is to inspire, equip and elevate our members' collective power to serve each other, our communities, and the world. Lead the launch of a new initiative, UPSWELL, in conjunction with HBS' Social Enterprise Initiative.
- President, The White Rose Foundation (2021-present), a philanthropic organization dedicated to funding programs to improve the educational, cultural, social, and economic welfare of Colorado's Black communities. Responsibilities include fundraising to secure the endowment and funding for current programs through grants, partnerships, sponsorships, and fundraising.
- Board of Trustees, Museum of Contemporary Art Denver (2023 – present), whose vision is to advance what a 21st century museum can be by welcoming all audiences, celebrating all voices, and sharing all stories. We seek to create connections across Denver and the contemporary art field, to spark curiosity and conversation through world-class exhibitions and quirky programming, and to provide singular experiences for visitors.
- Member of Denver (CO), Chapter of the Links Inc (2002-present). Currently serves as Co-Chair of the Girl Fierce program designed to increase the level of confidence, self-awareness, and empowerment of a diverse group of Black middle school girls through prolonged exposure to role models, diverse experiences, history and community, within a space that is mentally, physically, and emotionally safe and supportive. Former Treasurer, Fund Development Chair, Strategic Planning Co-Chair, Technology and Communications Co-Chair.

Previous:

- Board of Trustees, Colorado Academy (2016-2022), Buildings and Grounds Committee, Committee on Trustees. Colorado Academy. Led project to re-strategize how the school presents its art collection and receives donations to be more reflective and welcoming to a more diverse community. This project explores the intersection of identity and space, and the impact it can have on the students.
- Board of Trustees, Horizons Colorado Executive Board (2017-2022). Board Secretary. An organization committed to advancing educational equity by building long-term partnerships with students, families, communities, and schools to create experiences outside of school that inspire the joy of learning.
- Member, Jack and Jill of America, Inc, Denver Chapter (2008-2022). International organization dedicated to nurturing future African American leaders by strengthening children through leadership development, volunteer service, philanthropic giving and civic duty. Central Region Editor, Denver Chapter Treasurer and Lead Teen Sponsor.
- Board of Trustees, The Denver Film Society (2003-2009). Board Chair. Denver Film is dedicated to the transformative power of cinema via year-round programming,

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- Board of Trustees, Denver Zoological Foundation (2013-2017), Development and Membership Committee.
- Board of Trustees, Stories on Stage (2007-2010), a non-profit arts organization whose mission is to nurture empathy and understanding among individuals as well as groups through performing arts programming that combines theater with literature.
- Co-Founder, Three Sistahs (2007-2014) A non-profit organization that encouraged dialogue and understanding with film programming for diverse audiences.
- Served on the planning committee for the 2008 Democratic National Convention Media Day and The Denver Foundation Arts and Culture Advisory Committee.

**Industry Boards** - Served on the Boards of Women in Cable and Telecommunications (WICT) and the National Association for Multi-Ethnicity in Communications (NAMIC).

### **EDUCATION**

Harvard Graduate School of Business Administration, Boston, MA, 1989-1991  
Master's Degree, Business Administration

Harvard College, Cambridge, MA, 1981-1985  
Bachelor of Arts Degree, Economics