



Alison Scholly

Chief Operating Officer

Chicago Public Media

Alison Scholly has spent her entire professional career in the Chicago media market, achieving success as a leader at major media organizations, while also contributing positively to the business community vis-à-vis active board memberships.

Alison Scholly is currently the Chief Operating Officer of Chicago Public Media, a non-profit institution that operates WBEZ 91.5FM, one of the country's premiere public radio stations, and Vocalo 89.5FM, a public media service for a new generation. As COO, she is responsible for all programming, sales, marketing and technical operations for these important news outlets. Since joining the organization in June 2010, corporate sponsorship revenue increased 15 percent, and membership to WBEZ, CPM's flagship station, has grown 10 percent.

Prior to joining Chicago Public Media, Scholly maintained leadership roles at the Tribune Company for 14 years, culminating as Vice President of Interactive for the Chicago Tribune Media Group, overseeing all of Chicago Tribune's Web and mobile products. In this role, she led Chicago Tribune's interactive strategy and oversaw all interactive programming, operations, sales and new product development. Revenue tripled during her five-year tenure, and traffic expanded exponentially, reaching 27 percent of the Chicago online market and 5.1 million monthly unique visitors nationwide.

Scholly also served for three years as executive producer of Chicago Tribune Interactive, overseeing the programming and operations of chicagotribune.com, metromix.com and ChicagoSports.com. During this time, she refined the programming strategy of all three sites to focus on utility-driven news and entertainment content – while also launching reader reviews blogs and other features to increase user engagement with Chicago Tribune's online content.

Other roles within the Tribune Company included serving as editor of Metromix.com, a groundbreaking local entertainment site targeting young, urban-minded Chicagoans, and as the editor of Digital City Chicago, one of the first "city guides" launched in Chicago. She is also a founding team member of Red Eye, the highly successful daily newspaper targeted toward young urban commuters. She joined the Tribune Company as a senior producer & electronic information specialist at Tribune Media Services, responsible for launching web-based syndicated data products.

Augmenting her professional commitments, Scholly also contributes counsel and support to the Economic Club of Chicago since 2010 and the Immaculate Conception School Advisory Board, serving as Board Chair 2007-2009.

Scholly received a bachelor's degree in anthropology and communications from Vanderbilt University and a master's degree in journalism from the Medill School of Journalism at Northwestern University. She is currently an adjunct lecturer at Medill, teaching graduate journalism students the business of media. A native of Chicago, Scholly currently resides in Bucktown with her husband, John Summy, and three children Josie, Bennett, and Cynthia.