



CONTACT: Brian Rossiter
WHYY senior publicist
215-351-2066
brossiter@whyy.org

WHYY APPOINTS JEFF BUNDY DIRECTOR OF MEMBER RELATIONS

PHILADELPHIA, April 23, 2012 — WHYY announces the appointment of Jeff Bundy as director of Member Relations. In this role, Bundy will oversee WHYY's multimillion-dollar fundraising operation, which includes on-air fundraising, telemarketing, direct mail, special events and more.

Formerly the interim executive director of Membership, Bundy began his career at WHYY in 2006 as senior publicist. He later worked as WHYY's first Community Relations manager and helped build WHYY's Community Relations Department, which is responsible for the creation and management of WHYY's award-winning events and other fundraising and outreach initiatives. Bundy's innovative promotional concepts have generated revenue increases in e-fundraising and membership to support WHYY's \$30 million annual operating budget. He also provides on-air talent during fundraising campaigns.

"In the economic downturn, member support has become more important to our mission than ever before," said Bill Marrazzo, WHYY president and CEO. "Jeff has been instrumental in strengthening our relationship with the communities we serve, and we are confident his passion and creativity will continue to position WHYY for success in the future."

A two-time winner of the PBS Development Award for Innovation and recipient of the Pennsylvania Public Television Network's "Best Neighbor" Award, Bundy has implemented numerous community initiatives that have increased membership revenue while simultaneously strengthening WHYY's mission, including the Young Journalists Summer Camp, the Y12K Road Race and the WHYY Connections Festival, a free outdoor arts festival produced in partnership with the Delaware River Waterfront Corporation.

Bundy holds a bachelor's degree in Media Studies from the Pennsylvania State University at University Park. He is a member of the Greater Philadelphia Chamber of Commerce Young Professionals Network and Young Involved Philadelphia and previously served on the board of the Philadelphia Public Relations Association.

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