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WHYY PROMOTES THREE EXECUTIVES

PHILADELPHIA, October 17, 2014 — WHYY announces the appointments of **Kevin Yoshioka** as Vice President, Data Analytics and Planning, **Art Ellis** as Vice President, Communications and Member Relations and **Bill Dana** as Executive Vice President of WHYY.

The moves are designed to help grow WHYY's membership base, which already numbers more than 100,000, and provides half of the public media organization's annual budget.

Kevin Yoshioka most recently served as Interim Executive Director of Member Relations where he produced record high results in revenue and member file growth for the most recent fiscal year. Concurrent with this role, Yoshioka also held the position of Director of Planning & Analysis, administering and overseeing treasury operations and WHYY's \$30 million operating and capital budget. He also successfully developed comprehensive financial systems and optimized the company's capital structure to improve cash flow. Yoshioka lives in Havertown, PA, and is a graduate of the University of Pennsylvania.

Art Ellis previously served as Executive Director of Communications & Brand Management, managing strategies and tactics for all of WHYY's communications activities. Ellis joined WHYY in 1987 as an associate director of public information. During his over 25 years at WHYY, he helped roll out *Fresh Air* to a national audience and introduced NewsWorks.org to local online news consumers. Ellis has earned multiple awards for marketing communications excellence and was recently inducted into the Philadelphia Public Relations Association (PPRA) prestigious Hall of Fame. Ellis resides in the Mt. Airy section of Philadelphia and serves as Board Co-Chair at the Gershman Y.

Bill Dana joined WHYY in 2008. As WHYY's Senior Vice President, Chief Financial Officer, he has played a significant role in the overall management of the station. In this position, Dana oversaw WHYY's human resources, facilities, corporate accounting and budget functions, while providing leadership in the planning, implementing, managing and controlling for all financial-related activities. His expert analytical and abstract reasoning skills greatly contributed to positive financial results for every fiscal year under his leadership except the 2009 recession. Dana lives in Glenside, PA and holds an MBA degree from the Fox School of Business and Management, Temple University.

“WHYY has been performing quite well these last few years in large part due to Kevin, Art and Bill’s leadership,” said Bill Marrazzo, WHYY president and CEO. “Each brings a unique set of skills and expertise that position WHYY to face the rich set of marketplace challenges that exist today. Their combined knowledge and experience are of great value in navigating WHYY to a successful future.”

For nearly 60 years, WHYY has been Greater Philadelphia's leading public media provider, serving southeastern Pennsylvania, southern New Jersey and all of Delaware. WHYY takes pride in bringing audiences news when they need it, entertainment when they want it, and education when it counts- on television, radio, the Web and in the community. Visit WHYY.org for more information.

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