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**ROSEANN OLEYN JOINS WHYY
AS VICE PRESIDENT OF INSTITUTIONAL ADVANCEMENT**

PHILADELPHIA, Oct. 4, 2011 — Roseann Oley, former publisher of *Philadelphia Weekly*, has joined WHYY as vice president of Institutional Advancement. Oley will oversee the day-to-day management of WHYY's Corporate Underwriting and Major Gifts departments.

Oley served as vice president of Broad Street Publishing from September 2004 to July 2008 and, before that role, as assistant vice president of classified and new business development. She served as classified advertising director at Philadelphia Newspapers Inc. over a 23-year career with the company in which she rose through the ranks. She lives in Northeast Philadelphia.

"Roseann comes to WHYY with a very rich sales and marketing background in the print and digital media industries," said Bill Marrazzo, WHYY president and CEO. "She has built her career in the Delaware Valley and knows our market inside and out. Roseanne held several critical advertising and sales posts with Philadelphia Newspapers Inc. over a 23-year period and then held the top executive posts for Broad Street Publishing and then *Philadelphia Weekly*, from which she recently retired as publisher. Roseann has time and time again proven her ability to effectively and efficiently work across multiple organizational departments to increase sales and build organizations."

Oley said: "My goal is to develop WHYY's relationships to promote and support WHYY's mission by engaging our underwriters as full partners, offering a variety of programs to promote their overall branding messages. I am very excited to be part of the WHYY family and share the passion to contribute to the success of the organization."

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