



LEHIGH VALLEY **npr**® 93.9 FM Easton/Phillipsburg  
COMMUNITY PUBLIC RADIO 93.7 FM Fogelsville/Trexlerstown

301 Broadway, Bethlehem Pa 18015 610-694-8100 fax 610-954-9474 www.wdiy.org

## **PRESS RELEASE**

### **For Immediate Release**

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PHOTOs attached

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## **WDIY NAMES OPERATIONS, NEWS DIRECTORS**

(Lehigh Valley, PA) WDIY 88.1 Lehigh Valley Community Public radio has announced two changes in staff.

Neil Hever of Salisbury Twp. has been promoted to Operations Director for the station. Hever, who co-founded the Lehigh Valley Community Broadcasters' Association in 1984, has served as Program Director for WDIY since 1997. He is a graduate of Muhlenberg College and formerly music director and volunteer coordinator for WMUH. Hever has also worked for radio stations WSAN, WAEB for Emerald Productions and Touchstone Theatre. Under his direction, WDIY programming has received the Silver Reel Award, an Associated Press award for best feature/news program, Best of the Valley from readers of Lehigh Valley Magazine and the Community Spirit Award by The Morning Call.

As Director of Operations, Hever will oversee all the station's broadcast facilities and day-to-day operations. He will also work with Dennise Kowalczyk, WDIY Executive Director, on WDIY programming.

Jim DeSouza of Coopersburg has been promoted to News and Public Affairs Director, effective immediately. DeSouza has been overseeing the station's public affairs since 2000 and has been managing the station's Youth Media program for the last three years.

As News and Public Affairs Director, DeSouza will manage WDIY's local news effort and oversee all of the station's non-music programming. He will remain the director of the Youth Media program as well.

DeSouza is a graduate of Washington & Lee University and a former volunteer for the Peace Corps, serving in Nepal from 1968 to 1971. He is also a former probation officer and worked as a news reporter for radio stations in Concord, N.H. and in Wilmington, DE.

## **MORE**



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### **Add one – WDIY positions**

“These two promotions will further solidify WDIY’s commitment to efficient day-to-day operations and to providing high quality local news and public affairs programming for Lehigh Valley listeners, “ said Dennise Kowalczyk, WDIY Executive Director.

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Lehigh Valley Community Public Radio is a non-commercial, listener supported radio station heard on WDIY 88.1 FM Allentown/Bethlehem, 93.7 FM Fogelsville/Trexlerstown, 93.9 FM Easton/Phillipsburg, and at [www.wdiy.org](http://www.wdiy.org). The LVCBA / WDIY 88.1 FM provides management support to WXLV 90.3 FM of Lehigh Carbon Community College. For information about that agreement, please contact Dennise M. Kowalczyk at 610-694-8100 ext. 2 or [execdir@wdiy.org](mailto:execdir@wdiy.org).