



WETA Welcomes Technology and Network Operations Executive Mary Pratt-Henaghan as Chief Technology Officer

August 12, 2021 — Arlington, VA—WETA President and CEO Sharon Percy Rockefeller today named technology strategist Mary Pratt-Henaghan to the newly created role of Chief Technology Officer, effective August 30, 2021. Reporting to WETA Executive Vice President and Chief Operating Officer Jason R. Daisey, Pratt-Henaghan will partner with senior leaders to design and implement a technology vision that builds on WETA’s current leadership role in public broadcasting, while positioning the organization for continued growth and success in the digital media landscape.

“We are delighted to welcome Mary to WETA, or in this case, to welcome her back,” said Daisey. “WETA’s success over time has hinged on our best-in-class production and distribution capabilities. Today, as the organization embarks on a significant office renovation and an expansion of our broadcast and digital products, Mary’s strength, leadership and experience will help WETA continue to grow and thrive. She is not only an expert in strategic technology solutions, but a committed mentor and passionate believer in the power of public media.”

“This is coming back to my roots,” said Pratt-Henaghan, who got her start in public broadcasting as a production assistant at WETA. “My early experience at WETA set me on the path to leadership in this field, and now I get to come back and apply all that I’ve learned to this thriving and essential organization. WETA is a marquis brand in the public broadcasting space, and I look forward to working with the talented staff and leadership to position the organization for even more success going forward.”

In the new role of CTO, Pratt-Henaghan will provide strategic and tactical leadership for WETA’s media and information technology, broadcast/digital content distribution, engineering, and infrastructure services. WETA operates five digital television channels, Classical WETA 90.9 FM, innovative literacy websites, and educational content for learners of all ages. WETA is also the second-largest station producer of content for the public television system; productions and co-productions include PBS NewsHour; Washington Week; documentaries with Ken Burns, history and genealogy series with Harvard scholar Henry Louis Gates, Jr.; and performance and arts specials from the nation’s leading cultural venues including the Kennedy Center and the Library of Congress.

Pratt-Henaghan joins WETA after more than thirty years of leadership in technology and network operations. She held vice president and senior vice president roles with BBC Studios, and then with AMC Networks, serving as brand guardian for BBC America in the U.S., where

she ensured all operations of the channel were executed to BBC editorial and technical standards. In addition, she spent 7 years at Discovery Inc., as part of the new technology group, directing network operations for the launch and operations of Your Choice TV, as well as several new spin-off networks including Animal Planet and the digital cable channels Discovery Kids, Discovery Civilization, Discovery Travel & Living, and Science Channel. Pratt-Henaghan earned a Bachelor of Arts from DeSales University, a Master of Science from University of Maryland Global Campus, and completed the Cable Executive Management Program at Harvard Business School. She currently serves on the board of directors for the Washington/Baltimore chapter of Women in Cable/Telecommunications, and is a member of the President's Advisory Council for DeSales University.

For more information, please visit weta.org. Press materials and photography can be found at weta.org/press.

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About WETA

WETA is the flagship public media station in the nation's capital. For fiscal year 2020, the company had an operating budget of \$120 million, more than 300 employees, and over 133,000 contributing members. WETA is the second largest producing station of new content for public television in the United States and home to news and public affairs programs including *PBS NewsHour* and *Washington Week*; films by production partners Ken Burns and Dr. Henry Louis Gates, Jr.; and performance specials from venues such as the U.S. Capitol and the John F. Kennedy Center for the Performing Arts. WETA serves the District of Columbia, Maryland, and Virginia with content that educates and inspires on WETA television channels WETA PBS, WETA Metro, WETA PBS Kids, WETA UK, and WETA World and on Classical WETA 90.9 FM. Local programming and digital content created by WETA celebrate the people and history of the region through series including *WETA Arts* and *If You Lived Here*; documentaries such as *Washington in the 2000s*, *Bygone DC*, and *Neighborhood Eats*; and *Classical Breakdown* and *Telly Visions* podcasts. WETA creates leading public-service websites ReadingRockets.org, LDOonline.org, ColorinColorado.org, and BrainLine.org and has recently launched Well Beings, a multi-platform, multi-year campaign from public media to address critical health needs in America. The station develops community outreach programs to engage people of all ages in the joy of lifelong learning. More information on WETA programs and services is available at weta.org. Visit facebook.com/wetatvfm on Facebook or follow @WETAtvfm on Twitter.

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