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**DAVID C. PURVIS NAMED CHIEF FINANCIAL OFFICER FOR WETA,**

**THE FLAGSHIP PUBLIC BROADCASTING STATION**

**IN THE NATION’S CAPITAL**

*— WETA CEO Rockefeller Names Production Financial Executive to Post —*

ARLINGTON, VA — WETA President and Chief Executive Officer Sharon Percy Rockefeller announced today that David C. Purvis has been named Chief Financial Officer of WETA, heading financial operations for the region’s flagship public broadcaster. When he takes the post on November 13th, Purvis will report to Rockefeller and work closely with Chief Operating Officer Jason R. Daisey, the WETA Board of Trustees, and the WETA Executive Management Team. Purvis, who will also have the title Senior Vice President, will oversee the Finance, Accounting, Building Services, and Information Technology departments while providing executive level fiscal and operational counsel for the organization. He will also serve as Treasurer for both WETA and NewsHour Productions LLC, a wholly owned non-profit subsidiary of WETA Washington, D.C., that produces *PBS NewsHour*.

“I am pleased David will be joining our executive management team,” Rockefeller commented. “He is a dynamic manager with exceptional financial experience whose understanding of complex media operations and long-term strategic planning are an excellent match for the multi-faceted operations and public service mission we have for our Greater Washington community and the nation.”

Purvis brings strong financial expertise with a specialty in broadcast production to the complexities of a creative telecommunications company that is also a highly valued non-profit institution. WETA productions and co-productions include *PBS NewsHour* and *Washington Week*; documentaries with Ken Burns; history and genealogy series with scholar Henry Louis Gates, Jr.; and performance and arts specials from the nation’s leading cultural venues. WETA is the second-largest station producer of national content for the public television system. WETA operates four digital television channels and Classical WETA 90.9 FM in the Greater Washington area, and produces innovative literacy websites and educational content for learners of all ages. The largest share of support for WETA comes from individual contributions, and the company has production and operational funding from a wide range of funding sources. WETA, licensed to the District of Columbia to serve the Greater Washington community, operates on an annual budget of more than $100 million and has its headquarters and production studios in Arlington, Virginia.

“I am both delighted and honored to be joining this dedicated, inspiring team. WETA has built an extraordinary culture of creativity and community connection that positions the organization well to serve the public in Greater Washington for many years to come,” Purvis said. “I am very grateful to Sharon for the opportunity to contribute to this important mission of service and I look forward to working in close partnership with her, Jason and the entirety of the WETA staff.”

Purvis was most recently the Senior Vice President, Finance – US Networks Division and Studios for Discovery Communications, Inc. (DCI), overseeing more than $3.4 billion in revenue in fiscal year 2017. He has held positions with DCI since 2003, responsible for leading the U.S. division consolidation and management of their wholly owned production companies; financial oversight for all functional areas of U.S. business, including networks, digital, marketing, advertising and affiliate revenue and studio and production businesses; and served as a financial, operational and strategic leader. Purvis also spearheaded comprehensive financial operations for DCI’s largest division, including reporting, analytics, budgeting, forecasting and strategic long-range planning. Purvis earned his B.A. from the University of Richmond and resides in Kensington, Maryland with his wife and three children and his dog, Oreo.

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**About WETA**

WETA is the leading public broadcasting company in the nation’s capital, serving Virginia, Maryland and the District of Columbia with educational initiatives and with high-quality programming on WETA Television and Classical WETA 90.9 FM. For fiscal year 2018, the company had an annual operating budget of $109 million, nearly 300 employees, and more than 125,000 contributing members. The WETA fiscal year 2019 budget is $100 million. Classical WETA 90.9 FM brings classical music, concerts and specials to Greater Washington. WETA Television broadcasts on four channels: WETA TV 26, WETA HD, WETA UK and WETA Kids. WETA Television celebrates the people and history of this region through programs such as *WETA Around Town*, *WETA Extras* and *WETA Arts.* For national PBS audiences, WETA produces *PBS NewsHour* and *Washington Week;* documentaries by filmmaker Ken Burns and scholar Henry Louis Gates, Jr.*;* and performance specials from the White House, the U.S. Capitol, and the John F. Kennedy Center for the Performing Arts. Embracing the educational mission of public broadcasting, WETA creates leading public service websites such as *www.ReadingRockets.org, www.LDOnline.org*, *www.ColorinColorado.org, www.AdLit.org* and *www*.*Brainline.org;* and develops community outreach programs to engage people of all ages in the joy of lifelong learning. The WETA studios and administrative offices are located in Arlington, Virginia. More information on WETA and its programs and services is available at [*www.weta.org*](http://www.weta.org)*.* On social media, visit [www.facebook.com/wetatvfm](http://www.facebook.com/wetatvfm) on Facebook or follow @WETAtvfm on Twitter.