



**Tech and Media Leader Miguel E. Monteverde, Jr.  
Named Senior Vice President and  
General Manager, WETA Greater Washington**

*Former Discovery Digital Executive to Oversee Local Programming Operations at  
Flagship Public Broadcasting Station in the Nation's Capital*

[September 30, 2019; Arlington, VA] – Sharon Percy Rockefeller, president and CEO of WETA, announced today that Miguel E. Monteverde, Jr., has been named Senior Vice President and General Manager, WETA Greater Washington, effective October 7. Monteverde will oversee local programming strategy and multi-platform content development and production that will serve the Greater Washington, D.C. community, reporting to WETA Executive Vice President and Chief Operating Officer Jason Daisey.

“We are delighted to welcome Miguel, who is an innovative and experienced professional dedicated to high-quality content across platforms,” Rockefeller said. “Deeply engaged with the community of Greater Washington for more than 50 years, WETA is committed to the continued evolution of our local programs and initiatives. Miguel’s digital expertise and commercial broadcast experience will help us explore new avenues to best serve our local audiences.”

“With all the change and disruption in commercial media, the role of public broadcasting in American society—to educate and inform—has never been more important than it is today,” Monteverde said. “WETA has long been a pioneer in public media and is one of the great media brands. I’m thrilled to be joining this world-class organization during such an exciting time.”

Prior to joining WETA, Monteverde was Chief Operating Officer for Rumble, Inc., a Toronto-based online video platform company; a founder and principal at Green Mountain Advisors, providing consulting services for early-stage companies; and serving as Entrepreneur-in-Residence at Georgetown University’s McDonough School of Business. Previously, Monteverde spent nine years at Discovery Communications, where he managed video streaming services and led digital and streaming strategy and operations for multiple U.S. television networks under the Discovery umbrella. Those efforts earned Monteverde three Webby Awards and an Emmy® nomination for Outstanding Creative Achievement in Interactive Media. Prior to his tenure at Discovery, Monteverde spent more than a decade at AOL in a variety of programming

and business roles, including serving as General Manager of AOL Video. Monteverde is a former Army officer, and a graduate of the University of Virginia.

For more information, please visit [weta.org](http://weta.org). Press materials and photography can be found at [weta.org/press](http://weta.org/press).

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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 2019, the company had an annual operating budget of \$100 million, nearly 300 employees, and more than 125,000 contributing members. Classical WETA 90.9 FM brings classical music, concerts and specials to Greater Washington. As the largest PBS station serving Greater Washington, WETA Television broadcasts on four channels: WETA TV 26, WETA HD, WETA UK and WETA Kids. Local programming created by WETA Television includes *WETA Arts*, *WETA Around Town*, and documentaries such as *Washington in the 2000s*, *Bygone DC*, and *Neighborhood Eats*. WETA Digital serves the community with digital content that highlights WETA programming and the rich history of our region, through projects such as the *Telly Visions* and *Boundary Stones* blogs and *Country Music in Washington*.

For national PBS audiences, WETA Washington, D.C., is one of the largest-producing stations of new content for public television in the United States, with news and public affairs programs including *PBS NewsHour* and *Washington Week*; films by Ken Burns such as *The Civil War* and *Country Music*; and performance specials from the White House, the U.S. Capitol, and the John F. Kennedy Center for the Performing Arts. WETA creates leading public service websites such as [www.ReadingRockets.org](http://www.ReadingRockets.org), [www.LDOnline.org](http://www.LDOnline.org), [www.ColorinColorado.org](http://www.ColorinColorado.org), [www.AdLit.org](http://www.AdLit.org) and [www.Brainline.org](http://www.Brainline.org); and the station develops community outreach programs to engage people of all ages in the joy of lifelong learning.

Sharon Percy Rockefeller is president and CEO. 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](https://www.facebook.com/wetatvfm) on Facebook or follow @WETAtvfm on Twitter.

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