

PRESS RELEASE:

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Joni Deutsch Joins WFAE’s Award-winning Newsroom

Charlotte, NC (Nov. 16, 2017) – **Joni Deutsch**, most recently from West Virginia Public Broadcasting (WVPB), joined WFAE’s award-winning newsroom on November 13, as the producer for on-demand content and audience engagement. In that role, **Deutsch** is responsible for curating, editing and creating on-demand content for NPR One, app stores, voice-activated devices and other distribution channels.

“We’re excited to have Joni us,” said Ju-Don Marshall, WFAE’s chief content officer. “Much of the work we want to do with on-demand audio and podcasts, she’s already been doing. She also understands how to build community around these offerings, which is extremely important since we would like the community to be partners in these endeavors.”

“Charlotte is such an impressive city, and WFAE plays a significant role in sharing its story with the world,” said Deutsch. “I can’t wait to work with WFAE and the community in rethinking public radio content.”

At WVPB, **Deutsch** was an assistant producer/guest host of NPR’s [Mountain Stage](#). She was the team lead for the show’s [#MS2Go podcast](#) and 24-hour music stream. In 2016, she became *Mountain Stage*’s youngest (and first female) guest host, making her the youngest host of a nationally syndicated public radio program at age 24. **Deutsch** was also the creator and host of [A Change of Tune](#), a weekly indie/alternative music program and the critically-acclaimed [30 Days of #WVmusic](#) podcast series.

In addition to her radio production work, **Deutsch** has also acted as lead coordinator for WVPB’s [NPR Generation Listen](#) initiative, successfully connecting young listeners to public radio through engaging events throughout West Virginia. She also acted as digital producer and event lead for WVPB and PRX’s [Us & Them podcast](#).

A graduate of West Virginia University, **Deutsch** started in her career at WLUR in Lexington, Va. In 2015, the *Charleston Gazette-Mail* named Joni one of the people “making Charleston [West Virginia] even better.” In 2016, she was named an Emerging Voice Scholar by the Alliance for Women in Media.

About WFAE

WFAE 90.7 FM is a non-profit public radio station, licensed to the University Radio Foundation Inc. With 90.3 in Hickory, 106.1 in Laurinburg and 93.7 in Southern Pines, WFAE serves over 230,000 weekly listeners in the greater Charlotte region with an award-winning mix of local, national and international news, and entertainment programs from NPR® and other content partners.

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