

## PRESS RELEASE:

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## WFAE's Joni Deutsch Selected for International Women's Leadership Accelerator Program

**Charlotte, NC (Feb. 6, 2018)** – WFAE's **Joni Deutsch** will participate in the Online News Association's (ONA) [2018 Women's Leadership Accelerator Program](#). Deutsch was one of 25 chosen from around the world to take part in this year-long program that focuses on leadership and management skills of women who are pushing digital innovation.

As WFAE's producer for on-demand content and audience engagement, **Deutsch** is responsible for curating, editing and creating on-demand content for NPR One, app stores, voice-activated devices and other distribution channels.

Accelerator participants will concentrate on a challenge specific to their careers and learn leadership skills and tools for navigating change.

"This is an exciting moment to be a woman in media, especially in news and podcasts," said **Deutsch**. "I look forward to being a part of this women's leadership cohort and working together towards a better, brighter, and more collaborative digital future."

"It's an honor for WFAE to have Joni selected to participate in a program that brings together some of the sharpest minds in digital media," said **Ju-Don Marshall**, WFAE's chief content officer. "The year-long accelerator will be critical in helping to shape Joni's thinking as she tackles some groundbreaking initiatives for WFAE over the next year: expansion of our podcasts, increasing our presence on mobile devices and smart speakers, and building out related community engagement programs."

ONA's selection process looks for women from a range of disciplines including startups, digital-only, legacy media and blended newsrooms, and broadcast and technology companies.

### About Joni Deutsch

Before joining WFAE, 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. 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. Deutsch was the lead coordinator for West Virginia Public Broadcasting's (WVPB) [NPR Generation Listen](#) initiative, successfully connecting young listeners to public radio through engaging events throughout West Virginia. She was also digital producer and event lead for WVPB and PRX's [Us & Them podcast](#). Deutsch is a graduate of West Virginia University and received her Masters of Arts in Strategic Communication from American University. In 2016, she was named an Emerging Voice Scholar by the Alliance for Women in Media.

(more)

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## **About WFAE**

[WFAE 90.7 FM](#) is a nonprofit 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 more than 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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