



LEHIGH VALLEY **npr**® 93.9 FM Easton/Phillipsburg  
COMMUNITY PUBLIC RADIO 93.7 FM Fogelsville/Trexlerstown

301 Broadway, Bethlehem Pa 18015 610-694-8100 fax 610-954-9474 www.wdiy.org

**PRESS RELEASE**  
**For Immediate Release**  
January 18, 2008  
PHOTO attached

Contact: Sharon McCarthy  
610-694-8100 X32  
[dirdev@wdiy.org](mailto:dirdev@wdiy.org)

---

## McCarthy Named WDIY Development Director

(Lehigh Valley, PA) Sharon D. McCarthy of Bethlehem, PA, has been named Development Director for WDIY 88.1 Lehigh Valley Community Public radio. In addition to managing the station's development and membership activities, McCarthy will direct the station's public relations, marketing and community outreach efforts.

The former president of Mc Events & Public Relations, McCarthy served as the manager of community relations for Rodale Inc. for two years and was the director of public relations and marketing for ArtsQuest for six years.

"We welcome Sharon to WDIY and feel her diverse experience and talents will strengthen our team as we work to provide outstanding listener-supported, community radio for the Lehigh Valley" said Dennise Kowalczyk, WDIY Executive Director.

McCarthy joins the station, located at 301 Broadway, Bethlehem, PA, as it celebrates its 13<sup>th</sup> anniversary Saturday, Jan. 13.

###

Lehigh Valley Community Public Radio is a non-commercial, listener supported radio station heard on WDIY 88.1 FM Allentown/Bethlehem, 93.7 FM Fogelsville/Trexlerstown, 93.9 FM Easton/Phillipsburg, and at [www.wdiy.org](http://www.wdiy.org). The LVCBA / WDIY 88.1 FM provides management support to WXLV 90.3 FM of Lehigh Carbon Community College. For information about that agreement, please contact Dennise M. Kowalczyk at 610-694-8100 ext. 2 or [execdir@wdiy.org](mailto:execdir@wdiy.org).