



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

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**PRESS RELEASE**

**For Immediate Release**

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PHOTOS attached

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**WDIY NAMES TWO TO STAFF**

(Lehigh Valley, PA) WDIY 88.1 Lehigh Valley Community Public radio has announced two additions in staff.

Fara Delplato of Albrightsville has been named the station’s new Business Development Manager. A native of New York City, Delplato comes to WDIY after 15 years in hotel sales. She holds a degree in public relations and journalism from SUNY Brockport, Brockport, NY and began her career working at a record label in NYC.

As Business Development Manager, Delplato will secure corporate underwriting in support of the station.

Ron Richter has been named Underwriting Sales Manager. A retiree of Air Products, Richter has 30 years of experience in the field of accounting. He is a native of Bronx, New York, but has spent the majority of his life living in the Lehigh Valley. Richter will work with Delplato securing corporate underwriting for WDIY.

“These additions to our WDIY team bring two strong and capable individuals to work with Lehigh Valley businesses to develop individualized plans of promotion for them and support for the station,” said Dennise Kowalczyk, WDIY Executive Director.

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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).