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## **Joanne Whitehead, Senior Director of TV Programming & Operations for Connecticut Public Television (CPTV), Named Programmer of the Year**

**Whitehead Received the Charles Impaglia Programmer of the Year Award from TRAC Media Services and the Public Television Programmers' Association**

HARTFORD, Conn. (May 26, 2015) – Connecticut Public Television (CPTV) is pleased to announce that Joanne Whitehead, CPTV's senior director of television programming and operations, was named the Charles Impaglia Programmer of the Year on May 10, 2015.

Whitehead received this award from TRAC Media Services and the Public Television Programmers' Association (PTPA), who stated that Whitehead was being honored, in part, "For keeping public media viewers at the center of all scheduling strategies and ensuring that they find consistent and enticing content across multiple channels." These channels include CPTV, as well as CPTV4U, CPTV's sister station, and CPTV Sports, CPTV's 24/7 local sports channel.

Whitehead was also honored due to the fact that, over the past year, CPTV's prime-time gross rating point (GRP) has risen 20 percent, and its prime-time cumulative audience is up 10 percent. Additionally, CPTV's whole-week GRP is up 27 percent, and its whole-week cumulative audience is up 23 percent.

According to PTPA, the Programmer of the Year award "recognizes a programmer who is a role model for all (public television programmers). Candidates for Programmer of the Year must demonstrate excellent programming skills in their local market, proven creative and effective programming within the (public television) mission, and a willingness to share their experience and knowledge with others in the PBS system."

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Whitehead has been with CPTV since 1987. She was named CPTV's director of programming in 2002 and has served in her current role as senior director of television programming and operations since 2009.

"It's an honor to be recognized for creating schedules that are designed to keep our audiences engaged, entertained and informed," said Whitehead. "I have been fortunate to work with and be mentored by some of the brightest and most creative content professionals in the industry, people who have shaped public media at every level. It's a pleasure to work in a creative environment where our viewers are kept at the center of all that we do."

"We are all so proud of our own Joanne Whitehead for having been named the recipient of this prestigious national award," said Jerry Franklin, president and CEO of the Connecticut Public Broadcasting Network (CPBN), parent company of CPTV. "Joanne exemplifies our 'audience-first' approach, working tirelessly to ensure that our television audiences have the best viewing experience they can. We are honored to have had her as part of our team since 1987. She has been, and continues to be, a true asset to our organization."

### **About Connecticut Public Television**

CPTV is a media service of the Connecticut Public Broadcasting Network (CPBN). It is a locally and nationally recognized producer and presenter of quality public television programming, including original documentaries, public affairs shows and educational programming. CPTV has built a reputation as a leader in children's programming; including playing an historic role in bringing *Barney & Friends*<sup>™</sup>, *Bob the Builder*<sup>™</sup> and *Thomas & Friends*<sup>™</sup> to public television. The station offers 11.5 hours of positive, nurturing children's programs each weekday, reaching 450,000 households each week. The Connecticut Public Broadcasting Network also includes WNPR, an affiliate of National Public Radio, Public Radio International and American Public Media. WNPR serves 276,000 listeners weekly in Connecticut, New York and Rhode Island with news and information. Its award-winning local programming includes *The Faith Middleton Show*, *The Colin McEnroe Show* and *Where We Live*. CPBN also includes two affiliate channels: CPTV4U, a 24/7 television channel featuring award-winning drama, news and talk programming, concert performances, independent films, nature shows, British comedy and more; and CPTV Sports, Connecticut's only 24-hour local sports network, covering statewide high school, college, semi-professional and professional sports. CPBN also houses the Learning Lab, home to the Journalism & Media Academy Magnet School satellite campus and the Institute for Advanced Media, which includes the Veterans Vocational Training Program. For more information, visit [CPTV.org](http://CPTV.org).