

Press Release – Immediate

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USA - New Board Member Added

The University Station Alliance (USA) has elected **Denise Franklin**, General Manager of WFDD at Wake Forest University in Winston-Salem North Carolina, as its newest board member.

Franklin's journalism career began more than twenty years ago in Wichita, Kansas, where she earned her B.A. in Radio-TV-Film from Wichita State University. In 2006, she received an MBA from the Babcock School of Management at Wake Forest University. She has worked as a broadcast journalist in Wichita, Kansas; Kansas City; and in the Winston-Salem, Greensboro, High-Point market.

She is an active member of her community by addressing dozens of organizations as a keynote speaker or moderator. Additionally, her service includes: Board of Trustees member for the University of North Carolina School of the Arts; Board Member for the Winston-Salem Chamber of Commerce; Board Member for the New Winston Museum; member of Reynolda Rotary; and founder of and contributor to the Denise Franklin Scholarship Fund for college bound high school seniors administered through the Winston-Salem Foundation.

Denise is a member of several industry organizations. She serves on the Executive Committee for Eastern Region Public Media.

During her broadcasting career, Denise won several awards for her investigative reporting. In addition, she has taught broadcast journalism courses at Wake Forest and Winston-Salem State Universities.

Craig Beeby, the USA Executive Director said, "Denise is a wonderful addition to the USA Board. Her experience and talents will translate nicely into thoughtful leadership for the USA."

Denise said, "I was honored to learn that I was being considered for the board and am very pleased to have been elected. USA is a vital resource for public radio stations owned by universities. I look forward to serving."

The *University Station Alliance (USA) is a grassroots organization founded in 2001 to assist university-licensed stations with the challenges and opportunities associated with their licensees. University-licensed stations make up 63 percent of the public radio system. *University is a generic title that includes colleges, school systems, and state agencies. More information about the USA can be found at www.us-alliance.org.

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