WDIY-FM Taps Mcconnell As Next Executive Director

By WDIY

WDIY-FM taps McConnell as next executive director Lehigh Valley native to expand presence, visibility and reach of public radio and digital media organization BETHLEHEM, Pa. — Margaret McConnell -- a widely respected strategic partnership, marketing and not-for-profit professional -- has been named the next executive director of WDIY-FM, the award-winning public radio and digital media organization that has served the Lehigh Valley with locally produced content and curated music for 29 years.

McConnell succeeds Greg Capogna, who will retire February 29, 2024, after five years in his position and more than 48 years in commercial and public radio. She started her new role February 5. "Margaret is an experienced and highly regarded community champion who will spearhead continued growth as the station nears its third decade of serving the region," said Karen El-Chaar, chair of the WDIY board of directors. "She is the perfect person to leverage the stability and expansion we saw during Greg's tenure and expand WDIY's presence in the community across all platforms.

" McConnell will be responsible for managing all aspects of the not-for-profit station's operations with a focus on community and corporate partnerships, audience outreach, membership, fundraising, fiscal growth and fostering a collaborative, inspiring environment for the WDIY team. "I will bring my passion for serving the community, building relationships and connecting people to all facets of WDIY's operations," said McConnell.

"The station is the unequivocal leader in bringing a diversity of voices, viewpoints, conversations, music and culture to the greater Lehigh Valley. I'm honored to have the opportunity to amplify everything the station represents." She joins WDIY as the next step in a prolific Lehigh Valley career. Most recently, she was director of strategic partnerships at People First Federal Credit Union following a role as enterprise marketing manager at Alvin H. Butz, Inc., and The Butz Family of Companies. She has also been vice president of marketing and communications at Lehigh Valley Economic Development Corporation (LVEDC).
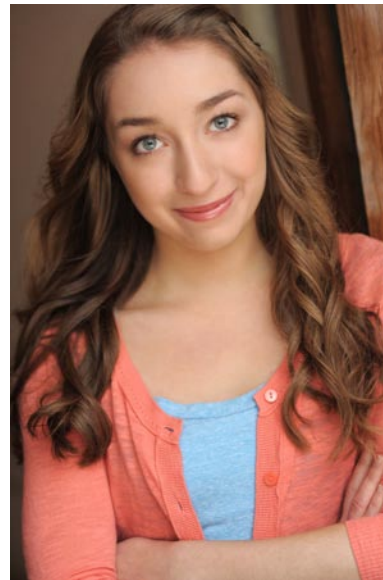
Welcome, Catherine Melillo

By DLNHC

LEHIGH VALLEY - Catherine comes to DLNHC as an intern through our partnership with Lehigh Valley 250. She is a master's student at Rutgers University and will graduate this May with an M.I. degree.

Catherine holds a B.A. in Filmmaking, Screenwriting, and Media Arts from Sarah Lawrence College. Prior to pursuing her M.I., she worked in the entertainment industry as a talent agent. As exciting as that was, she's ready to leave show biz behind and looks forward to a future career in archives and preservation.

Catherine is interning with us until May 2024. In preparation for our 2026 Exhibition, she is assisting us in researching revolutionaries throughout the Corridor. To celebrate the 250th anniversary of the signing of the Declaration of Independence, we are looking at those who share the ideals of the early revolutionaries: the brave, innovative, and unique people of the Corridor who led the way in bringing about change.

Lehigh Valley 250 is an organization that works to commemorate the United States' 250 Anniversary in 2026. This will be achieved through a series of insightful and thought-provoking exhibitions (including ours at the National Canal Museum), walking tours, digital offerings, and performances through a collaborative effort among regional historical, cultural, and educational institutions.