

Ron Hetrick

President & CEO

About Ron:

Ron Hetrick became President and CEO of WITF in April 2019. He is the sixth executive to lead the 56-year-old public media organization. Ron works to enrich civic life in Pennsylvania by connecting WITF's news, entertainment and educational services to the region and ensuring that the content remains accessible and relevant to the community it serves.

From 2000 to 2019, Ron served in increasingly critical roles in WITF, with a key responsibility to strategically align services and activities with the organization's vision and mission. As Senior VP of Finance and Administration from 2015 onward, Ron supervised finance, philanthropy, corporate sponsorship, and human resources, serving as a member of the senior team tasked with content development, operations, business strategy and information technology.

Ron grew up in Harrisburg and helped to run a family-owned technology business, ultimately preparing the company for acquisition. Before coming to WITF, Ron worked in an information technology management role for Flight Systems, a Daimler-Chrysler electronics manufacturer.

Ron earned a Doctorate in Business Administration from Temple University, an MBA from Villanova University, and a BS in Computer Science and an AS in Electrical Engineering Technology from the Pennsylvania State University. Ron's doctoral research explored the effects of corporate governance practices on nonprofit financial performance in institutions with accumulated wealth.

Ron is currently co-founder and board member of the [Information Equity Initiative](#) and board member of the [Contributor Development Partnership](#) (CDP). Ron previously served as board chair of the Public Media Business Association and board member and finance chair for Bishop McDevitt High School in Harrisburg, then engaged in a major capital campaign and construction project.

Ron can speak to your organization about:

The Role of WITF and/or Public Media in Our Community

The Educational Roots of WITF and/or Public Media

Serving Public Media Through New and Emerging Technologies

Storytelling Through Digital Media

Navigating a Changing Media Landscape

Datacasting: Leveraging Public Broadcasting Technology to Connect Homes and Facilities Not Connected by Broadband

NextGen TV (ATSC3) Opportunities

The Distributed Governance Model of the Public Media System

The Role of Corporate Governance in Nonprofit Financial Efficiency and Performance