

Michelle Petties*Director of Corporate Underwriting*

Michelle Petties has headed WEAA's underwriting department since the Fall of 2010. She brings to WEAA more than twenty- five years of experience in implementing and executing national and local campaigns for a diverse portfolio of organizations and companies. Michelle is a dedicated advertising and media professional committed raising the development and underwriting profile of WEAA. The WEAA underwriting department has developed a number of programs, packages and opportunities designed for the benefit of WEAA supporters and sponsors. Michelle and the WEAA underwriting team are committed to providing creative, smart, cost effective ideas, and results driven solutions for an ever growing family of underwriters.

Michelle earned a Bachelor of Arts in Communications from University of Texas at Arlington and will soon begin work on her MBA in non-profit management.

The team is currently launching WEAA's Underwriting & More Roadshow. Each month underwriting representatives from WEAA and other media will provide short form presentations (Strategic Underwriting, Marketing, and Advertising for Small Businesses: Seven Easy Steps) for a select group or organization in the community. If you and your group (of fifteen or more) would like for WEAA come speak to your organization about best advertising practices for your small businesses, contact Michelle Petties at the email address or phone number below.

For more information on becoming an underwriter on WEAA, volunteering or interning in the WEAA underwriting department, you can email Michelle at Michelle.Petties@morgan.edu or call 443-885-4528.

Kevin Donohue

Underwriting Representative



A veteran public radio professional, Kevin Donohue is a valued member of the WEAA underwriting team.

Kevin provides advertising and marketing expertise for clients who want to get noticed. Kevin's ten plus years of experience in public broadcasting as Underwriting Sales Manager at WYPR, Baltimore's NPR News-Talk FM, a short stint at Maryland Public TV- as sales director — indeed his entire 40-year broadcast career — is great benefit for WEAA underwriters and clients.

"Kevin Donohue has tremendous knowledge of the public broadcasting system, having been a sales director at a major-market NPR station, as well as consulting with one of the premier public broadcasting research firms..."— Adam Gronski, Vice President, Corporate Marketing, WETA TV 26 / Classical WETA 90.9 FM

Kevin is armed and ready to go to work for you. Reach him now at kdonohue@weaa.org or 443-885-4527.

Zakia Sterrett

Underwriting and Development Associate



Say hello to the newest member of the WEAA underwriting Team. Zakia Sterrett is a Baltimore native and a graduate of Morgan State University. In May of 2012, she earned a Bachelor's degree in Telecommunications with a concentration in Public Relations. Zakia started at WEAA in the spring of 2011 as a public relations intern to assist the Director of Corporate Underwriting. Her professional experience includes teaching, public services, and providing administrative support. She currently performs outreach for WEAA and assists the station as Development Associate.

Zakia is smart and hardworking. When you are ready to start underwriting on WEAA, she will be with you every step of the way. Reach out to her now at zaste3@morgan.edu.