

WHRO, Norfolk, VA, names Schmidt '84 president/CEO

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Bert Schmidt, AU class of 1984, has been named the new president and chief executive officer of public broadcasting station WHRO, Norfolk, VA. He comes from public station WVPT-TV in Harrisonburg, where he has worked as president and general manager for the past five years. WVPT broadcasts in 29 counties and on satellite services in Northern Virginia and in parts of Maryland, Pennsylvania and West Virginia. Schmidt cited WHRO's "great reputation throughout our industry" and "its emphasis on educational technology" as reasons for accepting the position. Board Chairwoman Elizabeth L. Young said Schmidt's "great interest in community outreach and local programming were among the factors that convinced us to offer him the position." Now chairman of the Virginia Association of Public Television Stations, Schmidt is on the board of the National Educational Telecommunications Association and is past chairman of the Public Broadcasting Management Association. He holds an undergraduate degree in accounting and finance from Alfred University, a law degree from the Syracuse University College of Law and an MBA from the Syracuse University School of Management. Before coming to Virginia, he was executive vice president of WCNY-TV/FM in Syracuse, N.Y.