

WGBH Expanding Commitment to Musical Performance

Benjamin Roe tapped to develop new programs, moves to WGBH Television

Anthony Rudel will join as WCRB Station Manager

BOSTON, Mass. (November 5, 2013) – WGBH is continuing to expand its role as Boston’s leading arts broadcaster with plans to produce additional, multi-platform content celebrating music and performance. Benjamin K. Roe, 99.5 WCRB’s managing director, has been tapped to lead this effort in a new role as a part of WGBH Television.

As Managing Producer of Music and Performance, Roe will focus on the creation of new, original programming content for television and digital platforms, expand partnerships with regional artistic organizations, and manage off-air music events and performances for WGBH. He will report to Liz Cheng, WGBH’s General Manager for Television.

“I’m excited that Ben will join me in the development of new music productions that we hope to bring forward in the new year,” said Cheng, who has an extensive background in concert and musical events production. “WGBH has a 60-year history of showcasing the region’s musical performers and Ben will help us build on this legacy in new ways.”

As Managing Director of WCRB, Roe oversaw the station’s collaboration with the Boston Symphony Orchestra, Boston Landmarks Orchestra, the Handel and Haydn Society, the New England Conservatory and the Boston Early Music Festival, among others. He played an instrumental role in the formation of WGBH Music’s online music streams and video channels, which have surpassed 500,000 YouTube views in under two years.

“I am excited for this opportunity to work more closely and collaboratively with the region’s arts leaders. WGBH is Boston’s biggest advocate for classical music and performance art, and I look forward to expanding that commitment with a focus on programs and events that connect more community members with Boston’s classical music traditions,” said Roe.

Anthony Rudel, who started his career at 19 as an on-air host for New York’s classical radio station WQXR and later served as the station’s vice president for programming, will join WGBH as Station Manager for WCRB. He will oversee the station’s programming and on-air staff, reporting to Phil Redo, WGBH’s General Manager for Radio. Rudel also will manage broadcast partnerships with orchestras, symphonies and other arts groups to hone and improve WCRB’s live broadcast offerings.

“Tony Rudel has an unparalleled knowledge of both classical music and audience-focused radio,” said Redo. “He is as passionate about classical music as anyone. More importantly, though, he strives every day to help all people – aficionados and casual fans alike – better understand and appreciate the beauty and emotion of classical music.”

After leaving WQXR, Rudel was Music Director for the first New York Festival of the Arts, launched *Classic CD Magazine*, and later became Vice President for Sony Worldwide’s initiatives in nationally syndicated classical radio. He currently serves as the visiting professor for communication studies at Manhattanville College in Purchase, N.Y. In recent months, Rudel has been serving as a consultant to WCRB. He takes on the new position with an already strong knowledge of the station.

“I have spent my career working to get people excited about classical music. Few cities in America have a tradition in classical music as rich as Boston’s. This region is uniquely positioned to lead a renaissance of popular interest in classical music,” Rudel said. “For centuries, this music was the popular art for broad and diverse audiences. I love this music and I look forward to helping to make it a part of every Bostonian’s life, whether they are classical experts or new fans of the music.”

Rudel’s first violin teacher was Dr. Hiao-Tsin Ma, father of the acclaimed cellist Yo-Yo Ma. He also studied under William Kroll and attended the Indian Hill Arts Camp in Stockbridge, Mass. Rudel has written four books on classical music and radio, including *Classical Music Top 40*, *Tales from the Opera* and *Hello Everybody! The Dawn of American Radio*. He and his wife Kristy have a home in Rockport. Rudel is the son of noted conductor Julius Rudel.

Rudel and Roe will transition into their new roles over the course of the next several months.