



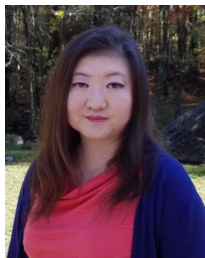
For Immediate Release  
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## **WORLD Channel Adds to Leadership Team**

***Eleanor Hong Joins as Director of Audience Development and Engagement  
Richard "Rick" Ray Perez Joins as Director of Acquisition and Distribution Strategies***

Boston, MA (October 14, 2020) – WORLD Channel has announced the addition of two new directors to the senior team. Eleanor Hong and Richard Perez join WORLD Channel as the new Director of Audience Development and Engagement, and Director of Acquisition and Distribution Strategies, respectively.

"WORLD Channel continues to grow and audiences across the country are turning to WORLD Channel as a destination for quality programming that showcases diverse voices and stories from those not often heard," said Chris Hastings, executive producer of WORLD Channel at GBH in Boston. "With the addition of Rick and Eleanor, we will continue to expand the depth of innovative award-winning stories for public media and expand our audience to communities across our many platforms. I'm so excited to have these talented executives join our team to help WORLD continue to make an impact"



Eleanor brings extensive experience in audience development to WORLD Channel with her background in journalism and digital marketing. Her digital media experience spans work across broadcast media and publisher sites such as ABC News, ESPN, and The Washington Post. She has been an assignment editor and producer in news, health, entertainment, business, sports and lifestyle topics for various blogs and publications. She has consulted and managed multimedia, video events and facilitated Search Engine Optimization (SEO) and social media development across news and non-profit organizations. Previously Senior Manager of Audience Development and Content Integration at ESPN and ABC News, she has utilized digital and social platforms for trending livestream events and game coverage. Her senior marketing managing roles include optimizing live video coverage and content for web, mobile and online consumer engagement. Eleanor has been an industry speaker, consultant and contributed her expertise at conferences such as SXSW, SES and Internet Summit. She contributed work towards Edward R Murrow Broadcasting and White House Press Photographers Association

awards, as well as Webby and Editor & Publishing awards. She has also served as an adjunct professor for the Interactive Media and Communications graduate program at Quinnipiac University.



Rick joins WORLD Channel from the Sundance Institute, where he led strategic partnerships focused on the convergence of non-fiction filmmaking, innovative thought leadership, and themes vital to contemporary societies. Rick was also a senior reviewer for the Sundance Documentary Film Fund. In addition to his work at the Sundance Institute, Rick executive directed and produced the feature documentary “Cesar’s Last Fast,” a film about the spiritual commitment of American civil rights and labor leader Cesar Chavez that premiered in competition at the Sundance Film Festival and was recently recognized by the New York Times as one of 20 essential films that capture the Latino experience. Rick frequently participates as a speaker, panelist and moderator at domestic and international events focusing on non-fiction filmmaking; leads workshops on documentary storytelling; and nurtures filmmakers throughout the world, including artists traditionally underrepresented in the field of non-fiction cinema. Rick holds a bachelor of arts degree in Visual and Environmental Studies from Harvard University.

### **About WORLD Channel**

WORLD shares the best of public media in news, documentaries and fact-based informational programming that helps us understand conflicts, movements and cultures that may be distinct from our own. WORLD's original content examines issues too often ignored by mainstream media by sharing stories from a diversity of voices. WORLD has won a Peabody Award, an Alfred I. duPont-Columbia Award, a National News and Documentary Emmy Award and other national honors -- including 1st and 2nd place Native Media Awards, an RTNDA Kaleidoscope Award, a Media for a Just Society Award, two Lesbian & Gay Journalist Awards, two Gracies and an Asian American Journalists Award. WORLD is a growing platform carried by 177 partner stations in markets representing more than 72% of US TV households. It is also available on [WORLDChannel.org](http://WORLDChannel.org) and social media platforms. Funding for WORLD Channel is provided by the Corporation for Public Broadcasting, the MacArthur Foundation, the Wyncote Foundation and the National Endowment for the Arts and Artworks. WORLD Channel is curated by GBH in partnership with WNET and is distributed by American Public Television (APT).

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