



For immediate release

PBS Fort Wayne announces retirement of longtime leader President and GM Bruce Haines to retire in 2025 after 17 years of service

FORT WAYNE, Ind., Sept. 19, 2024 – Bruce Haines, president and general manager of PBS Fort Wayne, has announced that he will retire in 2025 after 17 years leading the regional public media organization.

Haines stepped into his leadership role at PBS Fort Wayne in 2008 after spending 21 years leading Northeast Indiana’s public radio organization. During his tenure, the station moved from analog to high-definition operations, securing a \$3.1 million capital campaign to upgrade all station production and operations to HD and outfit a production truck for on-location field work. During Haines' time as president and GM of PBS Fort Wayne, the organization increased the station’s power, incorporated additional personnel to bring local content to new media platforms, and expanded the reach of its five broadcast channels and local productions through streaming services.

In recent years, PBS Fort Wayne has earned several national awards for regional historical documentaries and arts programming, including four Telly Awards for local productions in 2023 and three Telly Awards in 2022. Haines has worked closely with a dedicated creative staff to secure numerous local collaborations and regional partnerships in the arts, education, and civic life.

PBS Fort Wayne Board of Directors Chair and City Council Administrator for the City of Fort Wayne Megan Flohr said, “Bruce has been a tremendous leader for both PBS Fort Wayne and our community as a whole. With a 40+-year career in public broadcasting, Bruce is a seasoned professional and he has worked tirelessly to advance our mission of enriching the community through engaging content with his work in front of the camera and behind it.”

Originally from Pennsylvania, Haines attended Westminster College, ultimately relocating to Indiana in 1977 for an opportunity in commercial radio. In 1983, he became program director at Ball State University’s public radio station. After obtaining his MBA while at Ball State, Haines moved to Fort Wayne and he began his career as general manager at Northeast Indiana Public Radio in 1987.

Haines stated, "Thanks to a great and talented staff, strong governance and solid community support, PBS Fort Wayne remains the only locally owned and operated full-power TV service in our area. It's rewarding to see the growth in the content we deliver, both locally and nationally, which serves our mission and connects in new ways with so many viewers. Serving the community through PBS Fort Wayne has been a great honor, and retirement only means more time to support the station and enjoy its programming."

The PBS Fort Wayne Board of Directors is working closely with Haines and senior leadership to maintain focus on the organization's mission and strategic plan during this transition. The Board has formed a search committee and will begin a formal recruitment process later this year.

"The PBS Fort Wayne Board is incredibly grateful to Bruce for his leadership and vision over the past 16 years. We appreciate his dedication to ensuring a seamless transition, agreeing to remain in place until the next leader is identified next year," added Flohr.

About PBS Fort Wayne

PBS Fort Wayne's mission is to enrich the community through engaging content. Established nearly 50 years ago, PBS Fort Wayne now operates as a public service media organization that harnesses a range of media tools to serve the community in new ways — with multiple broadcast channels, streaming platforms, educational outreach and engagement activities. Over its history, PBS Fort Wayne has been recognized for its innovation and creativity with numerous awards, including regional Emmy® Awards and national Telly Awards. Find more information at pbsfortwayne.org.

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