



Joe F. Rovitto

President

CLEMENSEN & ROVITTO LLC, PA

Joseph F. Rovitto is president of Clemensen & Rovitto LLC, a television news and marketing consulting company. C&R has been proud to provide service to broadcast stations — both English-language and Hispanic — networks, and cable TV stations across the United States.

Rovitto became a partner in the consulting firm after a long management career with the Hearst Corporation. He was news director for 17 years — four years at the Hearst station in Milwaukee and 13 years at its station in Pittsburgh.

As news director at WISN-TV in Milwaukee, Rovitto and his team rebuilt a struggling news department. Then his company moved him to his hometown of Pittsburgh, Pennsylvania, where he led WTAE-TV's news department for 13 years.

Ratings prospered and his news departments won a number of local, state and national news awards. Among them were an Edward R. Murrow Award, the National Headliners' Award for Outstanding News Coverage, a regional RTNDA award for Investigative Reporting and twice being named Pennsylvania's Best News Operation by the AP Broadcasters' Association.

Rovitto began his television career at WTAE-TV while he attended Duquesne University in Pittsburgh. After receiving his journalism degree, he worked his way up from an entry-level position to writer, producer, assignments editor, executive producer, assistant news director and news director.

Rovitto was twice chairman of the ABC News Directors' Advisory Board and served as president of the Pennsylvania Associated Press Broadcasters' Association. He also served two terms as a regional director for RTNDA.

He and his wife, Denise, live in Pittsburgh. They have three children and a beautiful granddaughter.