

RADIO'S PREMIER MANAGEMENT & MARKETING MAGAZINE™

# RADIO INK

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# 2014

# RADIO INK

RADIO WAYNE AWARD FINALISTS

RADIO'S BEST



# Here Are The 2014 Radio Wayne Finalists

**T**wenty-two years ago, *Radio Ink* magazine launched the Radio Wayne Awards to recognize those whose talent, drive, and dedication to the radio industry have made them superstars. They are on the front lines, telling radio's powerful story. Radio Ink Publisher Eric Rhoads decided to name the awards in honor of Wayne Cornils (1935-2000), a successful small-market broadcaster who also served over the years as executive vice president of the RAB and senior VP for radio at the NAB. Rhoads believed that Cornils' career and passion for the industry defined the essence of professionalism and set the highest standard — one that separated "Radio Wayne" from the pack. Cornils was smooth, believable, and sincere in telling the story of radio's powerful results.

Today, Radio Wayne has come to symbolize the best of the best among managers, sellers, and all-star broadcasters. These remarkable individuals are setting an example for excellence at

their radio stations, and across the industry. Each year we receive hundreds of nominations from every size market. Each nominee is required to fill out a detailed questionnaire about his or her position. Their answers are then sent to industry experts who read through all the responses — with identifying information redacted — and vote on who should receive the Radio Wayne. The finalists are the finest our industry has to offer, and we are honored to recognize them in Radio Wayne's name. Radio Wayne Awards are displayed proudly by everyone who wins. In this special pullout section, you'll hear from every 2014 finalist. You'll find well over 100 usable ideas in this section. We asked all finalists to tell us what it takes to be successful in their position and about the challenges they face every day. It's a packet filled with free training you can take to your clients immediately.

Here are the 2014 Radio Ink Radio Wayne finalists.

## STREETFIGHTER OF THE YEAR



### SHARON ADAMS

Delmarva Broadcasting  
Milford, DE  
sadams@dbcmedia.com  
Years in Radio: 15

The difference between top salespeople and average ones is attitude, confidence, and enthusiasm. You have to believe in what you sell. Don't give up even if you fail to close a deal on the first call. Always remain upbeat; every "no" means there's a "yes" just around the corner. Always keep your foot on the gas, and, most importantly, always be planting seeds for new prospects. I would also like to think that my "street smarts" have given me the ability to always remember the basics, like asking plenty of questions, getting to know your clients, building rapport, and listening first and selling second. After all, you're looking for this to be the start of a long working partnership. People like to do business with people they trust.

I think one of the biggest challenges is that people tend to think XM and Sirius radio are where the majority of people listen today. They'll say, "I don't think many people listen to local radio anymore, so why do I want to advertise on your radio station?" Well, it's our job to educate each and every prospect that radio reaches 92 percent of people each and every week. And let's not forget the amount of money that's going in the direction of digital. I'm very fortunate in this area. Delmarva Broadcasting Company challenges us to be leaders in the digital arena by giving us a broad menu of products to complement our radio products, from streaming ads and banner ads to texting campaigns, websites, digital ad networks, and geofencing.



### DIANAH BRUBAKER-ELLIS

KXLY Radio  
Spokane, WA  
dianahb@kxly.com  
Years in Radio: 23

If you want to be successful at selling radio today, be passionate about the products you sell while creating value for the company and clients. Ask questions, listen, and work hard for your clients. Be a resource to all clients.

What are the challenges of being in radio sales? Staying knowledgeable and educated on digital/new media and maintaining my skills in radio. I thrive on direct business, which is a great income generator. At times it's challenging to maintain my tickler file, even when I receive a high number of referrals from current clients (as warm leads). As a former radio promotions director, I push myself to be a strong, creative resource for my clients, so it's important to stay on top of my education for sales techniques, radio sales, digital media, direct sales, and social media.



### MICHELLE DEASY

Greater Media  
Boston  
mdeasy@wrwr.com  
Years in Radio: 12

In order to be successful, I feel you need to constantly reinvent yourself. This business is evolving and it's important to evolve with it, whether that be embracing digital, NTR, or other new things to sell, or cracking new categories of business and adding them to your portfolio. After 12 years, it is difficult to find new people to call on and to stay energetic about the same product. I feel the need to constantly reinvent myself in order to create new goals and challenges that I can be excited about overcoming.



### JANE CADE

South Central Media  
Knoxville, TN  
jcade@southcentralmedia.com  
Years in Radio: 17

My attraction to radio sales started with my experience teaching small children. As an educator, I had already experienced the power of learning through repetition and audio. My

passion and belief in the power of communicating through radio's "theater of the mind," and my desire to build new relationships, drew me to radio. I was already a fan of radio because I also loved music, as a performer and as a listener! I measure success as a seller by knowing that I am working toward the best interests of my clients. I maintain the core values of honesty, trustworthiness, and reliability by doing what I say I'll do. I am there for my clients by presenting them with consistent, conscientious, and dependable schedules and promotional opportunities. I make an effort to go the extra mile and become the person they depend on for reliable resources that help them grow their businesses.



### CRAIG COHN

Cumulus Media  
Dallas  
craig.cohn@cumulus.com  
Years in Radio: 21

For me, the key to success is to be a marketing consultant and not a seller, in both client acquisition and client retention. I believe in a long-term approach that involves thorough client-needs analysis, competitive analysis, and target analysis that will yield a unique marketing position for the client. On the client retention front, I conduct monthly campaign results analysis to ensure that the campaign objectives are being met.

Additionally, to be successful today, one must have a thorough understanding of the constantly changing media landscape (i.e., digital, Pandora, Rdio, Spotify, iHeartRadio).



### KATHY FLESHER

Greater Media/WRIF  
Detroit, MI  
kflesher@greatermediadetroit.com  
Years in Radio: 28

I pursued a career in radio because I have always loved music and people. A friend of mine told me that I could make a great income in outside sales. I decided that, since I loved music and entertainment, I would follow my passion and sell radio.

The key to being a successful seller is that you must know your client's business, know the key decisionmakers, build and establish relationships with your clients, and earn their trust. These key elements result in billing and income. The radio industry, like many forms of media, has the significant challenge of a very competitive marketplace. Clients have many options to choose from when putting together their marketing plans. It is very important that we educate our clients on the power of radio as well as digital and event selling.



### JUSTIN MAISER

KSTP-AM (1500ESPN)  
St. Paul, MN  
jmaier@1500espn.com  
Years in Radio: 6

I think it is very important to stay active and to have great communication with people and, more importantly, clients. One of the toughest parts of the job is not knowing what might be coming with your clients — things change, people change, and sometimes we are the last to hear about that, and that might affect various campaigns, as well as how things are handled.



### MELANIE MARTIN

Cox Media Group  
Tampa  
melanie.martin@coxinc.com  
Years in Radio: 15

The keys to being a successful seller are innovation, integration, execution, and relationships.



**SEBASTIAN PFEIFFER**

Emmis  
Austin  
spfeiffer@kgsr.com

I have learned time and time again that the best salespeople are those who are able to truly put themselves into the shoes of their clients. It is in the success of my clients that my own success lies. Putting myself into their shoes requires in-depth analysis of their industry and their specific business, a lot of face time, asking the correct questions, and building strong rapport over a period of time that outlasts the sales cycle. It also involves resisting the temptation to make a quick sale before having a complete

understanding of the situation. When armed with a genuine understanding of my client's situation I am able to actually partner with them with a specific goal in mind. I concentrate on this goal and measure my success on its achievement. By partnering with my clients to achieve their goals, I, in turn, achieve my own goals of long-term business, successful campaigns, renewals, and referrals. Couple this philosophy with a tireless work ethic and meticulous attention to detail, and a seller will be a force to be reckoned with.



**M. NEIL YOUNG**

Midwest Communications  
Evansville, IN  
nyoung@southcentralmedia.com  
Years in Radio: 11

When I first started in radio 11 years ago, it was all about agency business and the ratings book. The ability to say your stations were number one would win a lot of business without a lot of work. Today, with the shrinking landscape of transactional business, it's imperative to be able to do the following three things for success:

1. **Listen to the local client:** Being able to weave through a conversation in a way that gets you the information you need is key to being able to make well-thought-out recommendations.
2. **Be prepared:** I know what my time is worth, so being prepared will show the client you respect their time and their willingness to meet with you.
3. **Diversify yourself in media:** There's a place for every medium, and, used the right way, they all can and will show results. Today more than ever, clients are looking for someone to trust and someone they can turn to. So being educated in how media work, how they can work to complement each other, and, most importantly, how they show a result, will set you apart.

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of Digital Radio

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## INTERACTIVE SPECIALIST OF THE YEAR



### DAVE COHEN

Cox Media Group/WSB-AM  
Atlanta  
cohen@coxinc.com  
Years in Radio: 18

Digital products provide more opportunities to generate leads and revenue for my customers — this is my primary role and how my customers judge my performance. As consumption of media shifted toward consumers spending more time on websites and as search became the dominant source for how consumers determine which companies to do business with, I was advising customers on their digital components, even before I sold them, because my radio campaigns couldn't be as successful without a proper website and search campaign.

Digital sales allowed me to provide fully integrated solutions to my customers, not just radio campaigns. Digital sales allowed me to provide my customers with all of the products and services necessary to build a brand and capture a direct lead.

A radio campaign without a strong digital campaign will greatly limit the success of the advertising program. The client website is now basically the "storefront" and the most important factor for consumers deciding if they want to do business with that company. Consumers being able to find my clients quickly and easily via an Internet search has become one of the most critical components for a successful advertising campaign. If the media campaign is successful and drives consumers to the Web

and they find either a weak website or have a difficult time finding the business in a search, the prospective customer is unlikely to convert and clients will assume that the radio campaign didn't work — even though the conversion was lost on search or because of the site.



### EMILY DUNBAR- DAUGHERTY

Midwest Communications/  
WIKY & WSTO  
Evansville, IN  
edaugherty@southcentralmedia.com  
Years in Radio: 11

The key to being a successful digital seller is to think outside the box. Digital allows you to prospect any business, anywhere in the world. No longer was I limited by our broadcast signal; I could sell to anyone, anywhere. I've become successful by digging deeper with my radio clients and finding additional budgets that can be used toward their digital goals. I've also been able to ask for referrals with my larger radio clients, and some of those referrals have led to some really great opportunities.

The challenges that I've faced have been in separating myself from other digital marketing providers in our area. The term "digital marketing" has become so cliched, and sometimes I find that people discredit it when you mention it because they've been

burnt by other "digital" sellers in the past. Once I get time from the client to explain exactly what it is that we can provide, they then see the differences and the potential benefits to their business



### MATHEW MICHAEL

Midwest Communications  
Evansville, IN  
mmichael@southcentralmedia.com  
Years in Radio: 14

The key to being a successful digital seller today is becoming immersed in digital. Subscribing to news, trends, and blogs and spending time to research. Making sure that your prospective clients are able to view your online profile, and, now more than ever, educating your clients. I take my blog, personal website, Facebook page, LinkedIn profile, and Twitter account very seriously.

It is moving past the surface and dedicating yourself to being a professional in the field, then taking the information to get creative results for your clients. People are always interested in the new shiny toy. Within digital there are new shiny toys popping up all the time. The challenge is knowing the products and how the strategy fits to fulfill your clients' marketing challenges



### HALLEY PHILLIPS

Big River Broadcasting  
Florence, AL  
halley@brbdigital.com  
Years in Radio: 11

I have always been driven to do something different, so after I worked through several positions in our radio group I started our digital media department. Any time we can separate ourselves from other stations in the market and be the

first to do things, it's a no-brainer for me. The key to being successful is to educate yourself, your team, and your clients. Believe in the product. Be prepared to fail and grow from that. Don't give up too easily — you wouldn't stop pitching a client on traditional radio if one campaign didn't meet their expectations. It requires much dedication.

One of the challenges is that there is a huge disconnect between what the traditional media world refers to as "digital" and what the retail marketplace refers to as digital. Most broadcasters consider digital as being advertising on their website. The retail marketplace considers everything digital, and they need products that most legacy media companies are not providing.



### MAX RAMIREZ

Spanish Broadcasting System  
Los Angeles  
max.ramirez@sbsinteractive.com

The key to being a successful digital seller today is knowing exactly what the client is trying to achieve — branding, sales, foot traffic, phones ringing, etc. The challenges are staying top-of-mind to marketers and agencies. There are so many digital options for marketers and agencies, and the majority are not relevant to their targeted audiences.

# CONGRATULATIONS

ON YOUR RADIO WAYNE AWARD NOMINATIONS!



### HALLEY PHILLIPS

Category  
Interactive Sellers

WE'VE ALWAYS  
KNOWN YOU'RE  
THE BEST!

**Big River**  
BROADCASTING  
A Salem Prize Music Corporation

# The Most-Talked About Conference of 2013 is back!

Where the radio and automotive industries come together



The automotive DASH is changing now. Are you prepared?

**Keynote:**

**Gary Shapiro**, President & CEO  
Consumer Electronics Association

*Innovation: At the crossroads of automotive and audio entertainment*



**Keynote:**

**Cary Tilds**, Chief Innovation Officer,  
GroupM

*"What Got You Here Won't Get You There"*



## October 15 & 16, 2014

Westin Detroit Metropolitan Airport, Detroit, MI

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OCTOBER 15, 2014

1:15-1:30 p.m.

**Welcome and Introductions**

**Welcome Video**

**Introduction**

Radio Ink Publisher, **ERIC RHOADS**  
Jacobs Media President, **FRED JACOBS**  
Shuman Consulting Group Principal, **VALERIE SHUMAN**



1:30-2:10 p.m.

**Opening Keynote**

**GARY SHAPIRO**, President and CEO, Consumer Electronics Association

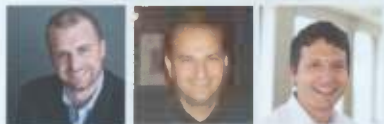


2:10-2:50 p.m.

**It's All About The Experience**

How do we need to partner to build tomorrow's user experiences? How will consumers interact with content and services as they drive?

**CHRIS RUFF**, CEO and President, UIEvolution  
**MICHAEL KASPARIAN**, Director of Business Development, Slacker Radio  
**GEOFF SNYDER**, VP/Automotive Business Development, Pandora



2:50-3:20 p.m.

**Turning Data Into Dollars**

We've got access to vehicle data, driving data, listener data and traveler data. What can we do with it all? How do we make it actionable? What is now possible with cross-platform marketing and services?

3:20-3:35 p.m.

**BREAK**

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3:35-4:05 p.m.

**The Class Of 2015 -- Millennials, Cars & Radio**

First look at Nielsen's long-term study looking at how college students have woven digital into their lives, with a special emphasis on the role of cars, the "connected car," and what personal transportation means in their lives today and their plans for the future.

Presenter: **ED COHEN**,  
Vice President/Measurement Innovation,  
Nielsen Audio



4:05-4:45 p.m.  
**Solve It!**

4:45-5:30 p.m.

**DASH Tank**

Three startups pitch their plans to a panel of automotive and radio leaders and the DASH audience -- this conversation could go anywhere!

**Moderator: ERIC RHOADS**, Chairman/  
Publisher, Radio Ink



**Panelists:**

**SCOTT BURNELL**, Global Lead/Business Development & Partner Management, Ford Motor Company

**ERICA FARBER**, President/CEO, Radio Advertising Bureau

**ALAN TAYLOR**, CEO, Entertainment Radio Network



**Presenter:**

**PAT HIGBIE**, CEO & Co-founder, XAPPmedia Inc.



5:30-5:35 p.m.

**Day One Wrap**

5:35 p.m.

**COCKTAIL RECEPTION**


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OCTOBER 16, 2014

7:30-8:30 a.m.

**Breakfast**

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Digital AM & FM

8:30-8:45 a.m.

**Open**

8:45-9:15 a.m.

**Keynote: CARY TILDS**, Chief Innovation Officer,  
GroupM



9:15-9:55 a.m.

**Direct-To-Dashboard Commerce**

Now that we've got a connected computer on board, the car is a mobile commerce platform. How will this work? What are the opportunities?

9:55-10:55 a.m.

**Dealers, Service, and the Connected Car**

It's time to take a look at the entire car-buying and ownership life cycle from the connected consumer perspective. How will drivers buy and

service their vehicles going forward? What new services could we be offering to them? How will their connected car experience interact with their connected lives?

10:55-11:10 a.m.

**BREAK**

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11:10 a.m.-11:50 a.m.

**Solve It!**

11:50-1:15 p.m.

**LUNCH**

1:15-1:50 p.m.

**The Game Changers? Apple & Google &....**

Everyone from Apple and Google to Intel and Amazon is suddenly paying attention to the connected car. DASH will provide an update on their efforts and the implications of these major players on this competitive space.

1:50- 2:30 p.m.

**Open Mic**

Many who attended DASH 2013 asked for more "face time" with OEMs, so we're dedicating an entire session to will allow attendees to fire away with questions for representatives from major car companies.

**JOHN ELLIS**, Global Technologist/ Head of the Ford Developer Program, Ford Motor Company



2:30-2:45 p.m.

**BREAK**

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2:45 -3:15 p.m.

**The Future Of Traffic Information**

Will real-time, customized traffic reports delivered through online connectivity and apps usurp radio's role?

**LARRY ROSIN**, Co-founder and President,  
Edison Research



3:15-4:00 p.m.

**The Future Of Mobility**

The ways consumers are transporting themselves in major metropolitan areas is dramatically changing. Car and bike sharing, mass transportation options, and more are enabling consumers to transport themselves. How will this affect the way we interact with consumers?

4:00-4:30 p.m.

**TBA**

4:30-4:35 p.m.

**Day Two Summary**

4:35-4:45p.m.

**Closing and Final Remarks**

*\*Agenda subject to change*

## SALES MANAGER OF THE YEAR



### PAUL BRAYFIELD

South Central Media  
Evansville, IN  
Years in Radio: 19  
pbrayfield@southcentralmedia.com

Coach, listen, and understand that, no matter what systems and structures you have in place, it is vitally important to allow every salesperson the ability to grow and develop their own talents within it. Don't ask them to do anything that you won't do. Set high expectations and manage them consistently every day with vigor and enthusiasm.



### HUGH B. BROWN JR.

Radio One  
Atlanta  
hbrown@radio-one.com  
Years in Radio: 2.5

Understand the needs of each seller and help them grow based on their individual skills.



### BOB DEBLOIS

Cox Media Group  
Jacksonville  
bob.deblois@coxinc.com  
Years in Radio: 28

The key to success is the people and the tools — hiring the right people, and developing each person on the team so their potential is maximized. This requires the right balance of individualized coaching and group training. In today's integrated marketing environment, it is important that the sales team and support team know and understand all the available marketing tools we offer and how to deploy them to solve specific marketing problems.

Today's sales manager is challenged by the complexity of our offerings. We have to be adept at traditional and new media, which requires the ability to keep our people focused so they don't become distracted by the new "shiny object" that's now available for sale. The goal is to stay abreast of the challenges our customers are facing and have the ability to quickly determine which assets will address the customers' needs so we can deliver a strong ROI.



### ALEC DRAKE

Cumulus Media/KTCK-AM & FM  
& KLIF-FM  
Dallas  
alec.drake@cumulus.com  
Years in Radio: 35

Change management is critical in the current environment. Every team has a combination of senior sellers and those learning the business. For senior sellers, being adaptive to how we operate today is the bigger challenge. Helping those with the most experience stay current and keeping them relevant to the success of the team is an ongoing effort. For the young recruits coming into our business, change means teaching them accountability, discipline, and sometimes structure. Showing leadership, coaching the team, a display of work ethic, tenacity, and enthusiasm are all important ingredients to being a successful manager. You have to be an effective recruiter and constantly build your team through upgrades and new additions.

Challenges? Managing a balance of agendas between your sellers (both local and national), client service, station departments, and the corporate initiatives. Communications move rapidly among these components of our workday, and decisions must be made quickly. As a manager, you have to be informed, buttoned up on the metrics of inventory management, constantly prioritizing, and ready to deal with the unexpected. Ultimately it means working long hours, being a student of time management, making the unpopular decisions, and having integrity in all that you do.



## National Business Leave A Bad Taste In Your Mouth?

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### JOHN SEIDL

Hubbard Radio  
St. Paul, MN  
jseidl@ks95.com  
Years in Radio: 16

Being able to work in conjunction with all departments at the station. Knowing that each department needs to be successful in order for the station have overall success. Being at Hubbard for 11 years has given me the opportunity to build trusting relationships with each department; we all understand the end goal. On the sales side, I recognize each rep as an individual seller with his or her own unique style. Every client and every sale is different, and I try to recognize everybody's style and help where I can. Letting them use their talent and not directing them on how to make each move is the key to their and my success.

Being in sales is a roller coaster of emotions. There are a lot of wins and losses, and trying to keep people in a positive state of mind can be very challenging, but it's also what makes my job fun.

I am lucky to have a very successful team, and their success is because of hard work, creative thinking, problem solving, client service, and being naturally talented in sales. I can create a sales package, and I know each rep will sell the package and present it in a different way. I step in with advice and suggestions, but they know how to be successful. Selling is not an exact science, so I try to recognize their specific talents and provide advice that will best help them.



### GARY SHELTON

Adelante Media Group  
Tri-Cities, WA  
gshelton@adelantemediagroup.com  
Years in Radio: 3  
Customer service. If you don't take care of your clients, they won't become believers in radio.



### RALPH RENZI

Hubbard Radio/WTOP & WFED  
Washington, DC  
rrenzi@wtop.com  
Years in Radio: 19

The key to being a successful sales manager today is to focus on the people you manage. What are their unique needs, strengths, and motivators? How do they like to be rewarded? A successful sales manager is in the field with the salespeople. The manager knows firsthand the challenges of today's environment because they are in the field with their people, helping them achieve their goals. A good sales manager is a great communicator who shares the station's overall vision while allowing the people they manage to receive the accolades for their success.

Challenges? Your day is not your own. You are there to help — you help the station, and you help the people you manage. In today's media environment there are more marketing choices than there were last year or in prior years. Today's sales managers must educate themselves on all forms

of disruptive technologies. We must use these new technologies to help our assets evolve. This evolution of assets can force a culture change. Today's sales manager is the tip of the spear, leading the asset evolution and culture change that we face as an industry.



### SONIA KATZ UNGERMAN

Hubbard Radio/KSTP-AM & KTMY-FM  
Minneapolis-St. Paul  
sungerman@hbi.com  
Years in Radio: 27

I believe that one of the keys to being a successful GSM is to lead by example. I don't ever want my sellers to feel as though I am managing from an ivory tower and preaching to them. I believe it is important to be on the team with them and to be out in the street listening to and talking to clients, so I can see and hear and feel what they are dealing with regularly — "they" meaning the client *and* the seller!

While I feel it is important to know your numbers, I feel it is equally important to know your sellers and our clients. I believe planning the work and then working the plan together with sellers is also very important; I feel one-on-one meetings are one of the most important roles of a manager.

A successful GSM in my eyes is someone who has the talent to sell in order to teach, the ability to motivate through good times and bad, the leadership skills to guide sellers through the sales process both in the office with the other departments and out of the office with clients, the ability to make logical and fair (as often as possible) decisions when there are conflicts, and the ability to be empathetic with sellers as they go through life and its ups and downs personally and professionally.

# Q: HOW DO YOU BUILD BEST-IN-CLASS RADIO SUPERBRANDS? A: BY HAVING BEST-IN-CLASS PEOPLE.

We're proud of our superstars who are nominated for this year's Radio Wayne awards:

**DAVE COHEN**  
*WSB Radio Account Executive, Atlanta*

**JUDY LAKIN**  
*CMG Houston Director of Sales, Houston*

**JASON MEDER**  
*CMG Tampa Director of Sales, Tampa*

**BOB DEBLOIS**  
*WOKV General Sales Manager, Jacksonville*

**KEITH LAWLESS**  
*CMG Tampa VP and General Manager, Tampa*

**JODI RAINEY**  
*CMG Tampa Regional Sales Manager, Tampa*

**MELANIE MARTIN**  
*WPOI Account Executive, Tampa*

**CONGRATULATIONS TO THESE TALENTED PROFESSIONALS!**



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## STU OLDS NATIONAL SALES MANAGER OF THE YEAR



### JENNIFER BUCK

Entercom  
New Orleans & Austin  
jbuck@entercom.com  
Years in Radio: 15

The key to being a successful NSM is being able to multitask and move at a rapid pace. Today, everything is urgent. Clients, whether they are direct or through the agencies/rep firms, want an immediate response. They want information that is concise, accurate, and pertinent to their business, and they want it quickly. I also place a large emphasis on knowing all aspects of the business. I need to have eyes on what is happening on the local level as well as on a national scale so that I can make the best possible decisions for Entercom and the clients I am servicing. Clients want and need ideas that go beyond the spots and dots, and if you aren't ready and able to provide that, you will become obsolete!



### RAFE D'AMICO

Beasley Broadcast Group  
Philadelphia; Wilmington, DE; Las Vegas  
rafe.damico@bbgi.com  
Years in Radio: 12

I have amazing sales assistants and support staff that help me succeed. It's also about accessibility, controlled speed, efficiency, and decisiveness. These are all attributes needed from a successful NSM. A high level of trust from my various directors of sales helps cut through superfluous action and communication.

The challenges we face: There are more "urgent" avails than annuals, so we have less time to turn them around. There is also the double-edged sword of increasingly new digital offerings to sell, which give us another weapon in our arsenal, but add complications and tax our resources.



### KATY BROWN JONES

CBS Radio  
Sacramento, Las Vegas  
katy.brownjones@cbsradio.com  
Years in Radio: 26

The key to being successful is organization, communication, urgency, always making deadlines, and getting involved with all aspects of what the client is looking for. Ideas still sell. You have to drill down to ask questions that will swing the business in your favor. Declining radio budgets are a challenge. That's due to streaming radio platforms that sell themselves as radio stations when they aren't.



### JODI RAINEY

Cox Media Group  
Tampa, Jacksonville  
jodi.rainey@coxinc.com  
Years in Radio: 16

You have to love your job and the people you work with, be strategic, and be a problem-solver. I've been with CMG for 13 years and I really have a passion for the company. I always try to do what is best for the company and my stations, even if that occasionally is not good for the national line. We have a long-term strategy that leaves room for changing market conditions. And I have a finger on the pulse of the local pace and inventory in my markets at all times, so that I can make the right decision quickly.

One of the challenges we have is agencies stealing business from each other by promising lower costs, competitors playing reporting games — the usual!



### MARK SANDERS

CBS Radio  
Dallas, Houston  
mark.sanders@cbsradio.com  
Years in Radio: 10

Utilizing strong relationships to build bridges is very important to being successful as a national sales manager. I become more than a salesperson, I become a trusted partner. As they succeed, so do I. That's the epitome of a working relationship. Relationships with your clients, your rep firm, and the buyers are paramount, in addition to responsibility in your numbers, inventory, and pricing. Your reps must believe in you and your ability to give them the best options to succeed. Your buyers must relate to you and know that you will follow through with the sale, as their job depends on it as well. Most importantly, the clients must believe your stations will deliver their marketing message successfully.

The 2014 challenges: Going to market has become increasingly transactional. Due to heavy workloads, buyers tend to move quickly and salesmanship has given way to driving CPP goals. What sets stations apart in the days of incredible compression is their ability to remain personable. Having direct contact with the stations gives buyers a better feel of the market and a sense of being connected to what they're buying. Let's face it, between number one and number 10 is typically a 0.3 difference. The human relationship element is more crucial now than ever.



### BRIAN SAMBORSKI

Greater Media  
Boston  
bsamborski@greatermedia.com  
boston.com  
Years in Radio: 16

The key to selling nationally today is being able to respond quickly and correctly, to always be available, and to be creative. We are in a "we need this yesterday" industry, and

to be successful, you need to get the information requested right away, and to deliver it as it was requested, without mistakes. It's also just as important to offer innovative, custom ideas that are very turnkey for clients, and to have a strong understanding of the client's needs without buyer and agency help. In the avail world, an NSM is rarely given the marketing objective. We need to first discover this in order to put together a compelling marketing program that supports what our clients are trying to do.

Consolidation is the biggest challenge. Because of it, buyers/clients are juggling much more than they were five years ago. For example, the buyer who only bought Boston and Hartford for five accounts is now the buyer for 20 markets and 10 accounts. This makes it very challenging to get the quality time with your buyers and clients that you used to receive. When you do get time, it is vital to make a strong impact in the most concise way. For example, I try not to use PowerPoint anymore. It's been around a long time and my clients see decks all day long. I try to show them pictures and explain my story verbally, so, number one, they pay attention to me and not what's on the paper, and number two, they are left with a good image of what my story was all about.



### TIM WALKER

Cumulus Media  
Dallas  
tim.walker@cumulus.com  
Years in Radio: 25

Timeliness, managing details, and being in front of buyers as often as possible are part of being a successful NSM. With the speed of business these days, buys come

down quickly. You have to lay the groundwork prior to negotiation to be successful. Once a buy is on the table, it's too late to start positioning a station. The challenge is battling the cluster sell. With consolidation, it's become standard for big groups to offer deep discounts on lower-ranked cluster stations in order to garner higher shares of business. In this environment, you have to slow the process down and make sure a buyer is getting the best stations for the demographic they are targeting, as opposed to the cheapest option.



### JEFFREY WOLINSKY

Hubbard Radio/WTOP & WFED  
Washington, DC  
jwolinsky@wtop.com  
Years in Radio: 14

Being able to quickly adapt to change is the key for any job today, especially a sales job. Technology, the dynamics of the workforce, and our industry changes are all happening faster than ever before, and one needs to not only deal with those changes, but welcome them and embrace them. This will set you up for the next generation of business. In addition, people follow those that they trust and believe in. I treat people with respect and keep all information, both good and bad, open and honest. This philosophy has served me well in that people know that I am here for business, with no games, all the while knowing that we are human and want to have fun. There are no surprises — people know what they are going to get with me — and over time that becomes a major advantage because they let their guard down and trust, believe, and follow me.

DIRECTOR OF SALES OF THE YEAR



**TRACEY BEAN**

Emmis  
Indianapolis  
tbean@indy.emmis.com  
Years in Radio: 15

As a successful DOS, we need to stay focused on our sales talent, making sure we offer them opportunities to learn and develop, ensuring we have the best resources to beat the competition, and keeping our eye on the ball. I believe my role is solely to help the team do their absolute best. Sure, there are parts of my role associated with managing financials, but in my opinion the real path to revenue success is in building a talented team and giving them the resources and support they need to win.

We are challenged by the way radio gets undervalued as a medium. The truth is, radio listening has remained strong over the years because radio stations connect with the people in our communities in meaningful ways. Our sales teams face more competition than ever before, and I feel it's imperative that we evangelize the power of radio so marketers can see the true impact it can have with their consumers.



**MARK DAY**

CBS Radio  
Chicago  
mark.day@cbsradio.com  
Years in Radio: 16

The key to being a good DOS is the same as the key to being a good CEO. You have to surround yourself with talented managers who have unique perspectives, yet a similar belief in the end goal. The rest comes down to leadership and being committed to developing your team in good times while supporting them in the bad.

What are the challenges? New ideas — I find myself constantly trying to either invent new ways to create revenue or retool a product that isn't working. It sounds cliched, but it's true: If you stop innovating, you fall behind.



**JEFF GONSALES**

Hubbard Radio  
Minneapolis-St. Paul  
jgonsales@hbi.com  
Years in Radio: 18

Demonstrating that I am ready and able to do what I am asking everyone else to do. Constantly challenging

everyone in sales to be asking questions of our clients to better serve their changing business needs. I like to hire talent and let them run. I help them with decisions and allow them the freedom to fail as long as we learn from the failure.



**MARK KEANEY**

Greater Media  
Boston  
mkeaney@greatermediaboston.com  
Years in Radio: 24

We have embraced the value of live and local radio as the local activation medium. We have built a culture around helping our local, regional, and national clients successfully activate their brands and sales messaging on a local level. Being passionate about that vision and value proposition keeps the team focused through adversity, objections, and the lure of "new" media opportunities. Radio was the original mobile medium, and we still are today. Our stations and product offerings are an integral part of the marketing mix, and we have so many success stories to celebrate year in and year out.

Losing our best people is a big challenge — losing our best, brightest new stars to new media. I lost a super talent to new media because of her peers' perception of radio. They made her question the value proposition we had built. We got her back on our team in time because she missed the culture of Greater Media, but that is a real challenge. I think we have to really look at everything from compensation to employee engagement to activity metrics to the resources we have for our teams. It is a different media world, and it changes every day. We need to be responsive to that.

# SELL RADIO WITH DIGNITY, CONFIDENCE & PASSION

-Wayne Cornils

## Congratulations to Hubbard Radio's Radio Wayne Finalists

Jeff Gonsales, Minneapolis-St. Paul

Justin Maiser, Minneapolis-St. Paul

Bruce Reese, Salt Lake City

Ralph Renzi, Washington, DC

John Seidl, Minneapolis-St. Paul

Sonia Ungerman, Minneapolis-St. Paul

Jeffrey Wolinsky, Washington, DC

Thank you for your commitment to excellence, your passion for radio,  
and for helping make Hubbard Radio a great place to work.



## Director Of Sales Of The Year (cont'd)



### JUDY LAKIN

Cox Media Group  
Houston  
judy.lakin@coxinc.com  
Years in Radio: 30

The qualities of an exemplary sales leader:

- Be strategic in planning for their organization and the future.
- Be passionate about developing their managers and account managers.
- Lead by example: Be unafraid to get in the trenches.
- Maintain strong relationships with key accounts in their markets.
- Always remain visible and available to clients.
- Excel at yield management to properly price products to maximize revenues.
- Be fair and consistent with all team members.
- Exude high positivity and balance, no matter what the scenario.

- Know how to produce positive results in both a healthy and a weak economy.
- Have a strong understanding of how to leverage emotional intelligence to build a productive team.
- Effectively collaborate with other leaders and department heads.
- My challenges include the ongoing mission to build a strong bench for the next generation of talent. Additionally, I continually strive to ensure we remain competitive with our pricing so we can take share when it makes sense and drive rates when the demand is hot in the market.

### AMY LEIMBACH

Alpha Media  
Portland, OR  
amy.leimbach@alphamediausa.com  
Years in Radio: 24

I think creativity and the ability to be nimble and adapt to change are key to being a successful DOS today. You must be a needs-based solutions provider, both internally with employees and other departments, and externally with clients. I am fortunate that I have a strong nontraditional radio background, as I think radio sales managers today need to think differently. We need to incorporate all of our tools on air, online, and through street-level marketing to deliver a full 360-degree campaign for our clients. Clients have many choices



and are more results- and analytics-driven than ever before, so we have to be marketers, not spot sellers.

We have to lead our sellers and sales managers by example, get in the trenches, and be "revenue agents," right next to our sellers. We are the barometer for the sales department, so setting the tone is vital to our success.

### JASON MEDER

Cox Media Group  
Tampa-St. Petersburg  
jason.meder@coxinc.com  
Years in Radio: 19

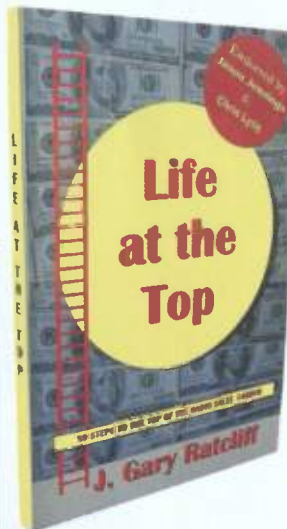
The most important thing that makes any DOS successful is his or her people. I don't sell a single commercial, banner ad, or event sponsorship, but I am judged on how well we sell them. Having the right people in place is critical. Our biggest challenge is the infiltration of new media, which continues to swipe at

Get "Life at the Top" today for yourself and each of your Reps. Put any three of these ideas to work for your station. Take the results to the bank. If your bank account isn't fatter, I'll buy the book back 30 days from the date you receive it. That's as simple as I can make it!

#### Endorsed by: Jason Jennings



Gary, I can't begin to tell you how much I enjoyed your book! I'd strongly urge any one in radio or considering a career in radio to read and use your book. It provides a real life path to success. All the best!  
Jason



#### Endorsed by: Chris Lytle



Selling Radio advertising is not for the faint of heart. Gary Ratcliff takes you by the hand and shows you how to become a successful street fighter. If getting more local direct business that sticks is important to you, then read *Life at the Top*.  
Chris Lytle, Author of *The Accidental Salesperson*

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our extremely powerful listenership. Radio has always done a fantastic job of protecting our listeners with great brands that people are passionate about, and that will ultimately lead us through times of new competitors. We have to become more valuable to our advertising partners by providing them services that solve challenges for local businesses. Radio is still the best way to communicate with most local business customers. We just have lots of new ways to reach them.



### MATT SPAULDING

Cumulus Media  
Ann Arbor, MI  
matt.spaulding@cumulus.com  
Years in Radio: 15

I believe the key to being successful as a DOS is making a commitment to know more than your product and the audiences you represent. You must know your team. Knowing your team goes beyond name, tenure, and experience. If you are going to lead a

team of diverse, creative, and capable representatives, you need to have a firm understanding of why each has chosen this industry. As a sales manager, your conversations, coaching, and direction can be tailored to each individual's goals, and as a byproduct, you will achieve yours. Believe it or not, it's not always just about the monetary rewards associated with being in sales.

The greatest challenge for today's sales manager is balancing the fiscal responsibilities associated with our markets, the demands of our clients, the needs of our teams, and the expectations of our company. The key, the real challenge for a successful sales manager, is not allowing our challenges to affect the team we are leading and become their problem. We must own the challenges and responsibilities we accepted.

# AMY LEIMBACH 2014 RADIO WAYNE AWARD NOMINEE BEST DIRECTOR OF SALES



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## GENERAL MANAGER OF THE YEAR



### BLAISE HOWARD

WBEB-FM  
Philadelphia  
blaiseh@101-fm.com  
Years in Radio: 37

Being successful is to always try to do the right thing — even when no one is watching (and even when it hurts). I think that creates an environment where people know they can count on you. They know you're consistent and fair, even when you're making tough decisions. They feel comfortable coming to you with ideas or problems, which, in my opinion, is always a good thing.

I'd say, working for the only independently owned station in a major market, the challenges I face are probably a little different than most of my peers. We constantly have a target on our back. The challenge is not letting that affect us — not letting it affect the individual employees or

the way we operate the company as a whole. Sometimes that means not allowing yourself to be reactive. Sometimes it means not being afraid to continue to make bold moves, like rebranding while you're number one in the ratings.



### WAYNE LELAND

Saga Communications  
Norfolk-Virginia Beach  
wleland@tciradio.net  
Years in Radio: 28

As a child, I always wanted to be in radio. When I was in college I did a lot of on-air work. One day a professor approached me and asked if I really wanted to be in radio. I responded, "Absolutely." He went on to say that I

was awful on the air and would starve. He said I should consider going into sales and management. I changed my major that day!

The key to being successful is having a good understanding of all aspects of the business. However, in today's environment, you need to be focused primarily on sales. You need to be out in the field with your team, spending time building relationships with your customers. I hire the best people at every position and then get out of their way. I try to create an environment in which everyone can find motivation and achieve their personal goals. You need to lay out a clear vision of where you want the team to go and then help them get there.

As the leader, it is my job to serve everyone, help them to think about new ways of doing things, and not to be afraid of doing some heavy lifting with them. If the culture is one of winning and fun, then all things are possible if you have the right people on the team.



Congratulations to

## Blaise Howard

for being selected as a Radio Wayne finalist for  
Radio General Manager of the Year

Blaise, this honor is well-deserved and we're proud that you are being recognized for your leadership and dedication to the entire broadcast industry and our radio station.

- Love, your family at

the New  
more FM  
at 101.1

WBEB-FM - PHILADELPHIA

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THE  
DATE**

**RADIO INK HISPANIC  
RADIO  
CONFERENCE**

*Dallas*

**March 4 & 5, 2015**  
**Omni Park West • Dallas, TX**



*Dallas*

**SAVE  
THE  
DATE**

**March 4 & 5, 2015**  
**Omni Park West • Dallas, TX**



**TODD LYND**

Eagle Radio of Hays  
Hays, KS  
t.lynd@eagleradio.net  
Years in Radio:15

Success means embracing change as it happens every day and keeping things simple. My philosophy on successfully leading people includes being loyal to our company, Eagle Communications. When I hire new employee-owners, the most important thing I look for is how likable they are. If I like them, chances are that our listeners and clients will like them. Also, clear and concise daily communication with all employee-owners! My door is always open, making our work environment fun! We spend approximately half of our adult lives in the workplace — so we have fun every day! The challenges are, in my region, depopulation and retention of talented employee-owners.

**CORINA MACKNIGHT OTANI**

AJB Broadcasting/KWSA & KSL  
Price, UT  
corinakusa@gmail.com



We all know that revenue is the driving force behind any successful radio station, and the general manager is ultimately responsible for maintaining and, hopefully, increasing that revenue. There is a plethora of factors that can make or break that goal, from finding the perfect team of salespeople to building great relationships with advertisers. However, being successful at anything you do requires a great deal of passion. You have to want it with all your heart and soul.

Being the general manager of a radio station is not a 9-to-5 job. You live and breathe radio — it runs through your veins and has the ability to break your heart. If you have

the luxury of sleeping long enough to dream, you dream radio. Your employees become your family, and upper management will drive you absolutely crazy because they, of course, know nothing about radio. Your radio station becomes your baby, and you will nurture it and defend it to the death. However, at the same time, to be truly successful, you must find balance. Passion with validity. And try to find at least a little time for yourself — while listening to the radio.



**KEVIN O'DEA**

Neuhoff Media Springfield  
Springfield, IL  
kevinodea@neuhoffmedia.com  
Years in Radio: 35

Since I was a kid growing up on the South Side of Chicago, I was always intrigued by and loved listening

**Congratulations  
Todd Lynd  
on being a finalist for the  
Market Manager  
Radio Wayne Award**

From the  
 **EAGLE** COMMUNICATIONS  
**Employee-Owners**  
www.eaglecom.net



to radio (WLS, WGN, WMAQ, and WIND specifically). All I ever wanted to do was be a broadcaster in some capacity. I was lucky to make it into management 29 years ago at the same stations I'm at today. To be successful, surround yourself with the right people, let them do their jobs, and superserve your community every day with local content.

My philosophy on leading people? Not to simplify it, but being a good listener when it comes to their ideas and facilitating them to get things done day-to-day — to provide them the environment to be successful. The more I stay out of their way, the better. And being a good problem solver.

**TREY STAFFORD**

Jonesboro Radio Group  
Jonesboro, AR  
treystafford@radiogroup.com  
Years in Radio: 43.5

I've been in radio literally since I was 9 years old, when I wrote down school news on a piece of notebook paper



and had my mom drive me to the radio station (KPCA-AM/Marked Tree, AR), hoping the guys who hosted the *Treehouse* talk show would read it. They let me read. From that moment, I knew radio was what I wanted to do. I gave up Little League baseball, and every other kid sport and activity, so I could hang around the radio station.

To be successful, master the art of juggling. Some call it multi-tasking. Be plugged in to the things that matter —

your staff, your listeners, the market, the company. Know what's important, who's important, and take care of them. And love what you do. On leading people successfully, I say, "Watch this!" I mean it. I lead by example. To find out how passionate I expect you to be on the air, watch me. To find out how much activity and energy to put into a sales effort, watch me. To find out how to manage the day-to-day activities of the radio group, watch me. To find out how to react to a technical or IT issue, watch me.

I never ask this staff to do anything I don't do or haven't done or wouldn't be willing to do again myself. And to show what someone's attitude should be on a daily basis, watch me. I'm having fun, and you should, too!



The Neuhoff Communications Team Celebrates Our Radio Wayne Finalists.



**BETH NEUHOFF**  
PRESIDENT/CEO



**KEVIN O'DEA**  
SPRINGFIELD ILLINOIS, PRESIDENT/GM



# RADIO **NK** FORECAST 2015

## November 19, 2014

*Radio's Premium Networking Event*

Harvard Club, NYC

[www.radioinkforecast.com](http://www.radioinkforecast.com)

Forecast 2015 Co-Chairs

Radio Co-Chair



Michael Kassan  
MediaLink LLC founder and Chairman/CEO

Advertiser Co-Chair



Mark Rosenthal  
CEO of Katz Media Group



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# RADIO **NK** FORECAST

## 2015

**8-8:30 a.m.**

**Continental Breakfast**

**8:30-8:45 a.m.**

**Welcome and Opening Remarks**

**8:45-9:30 a.m.**

**Economic Forecasting: Revenue Trends and Expectations for 2015**

What do the recent midterm elections mean for the economy, and how will 2015's global and domestic events impact it, especially advertising expenditures, over the next 12 months? Forecast's opening panel of industry experts offer their prognostications on what's in store for the country and for media in the coming months, and what categories, platforms, and initiatives are most likely to generate the most revenue growth and expansion.

**David Bank**, Managing Director, RBC Capital Markets

**Stephen Moore**, Chief Economist, The Heritage Foundation



**9:30-10:10 a.m.**

**2015 Investment Strategy: The View From Wall Street and Main Street**

A panel of leading bankers, brokers, and equity investors considers the near- and long-term future of radio as an investment. What does a radio company need to look like in 2015 to attract today's more cautious investors? Has deleveraging altered perspectives in financial circles? And what is the environment for private equity, debt financing, and privatization over the next 12 months?

**Brian McNeill**, Managing General Partner, Alta Communications



**10:10-10:30 a.m.**

**Break**

**10:30-11:10 a.m.**

**Keynote**

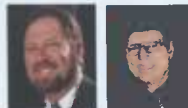
**11:10 a.m.-11:50 a.m.**

**Independent and Optimistic: How Small Radio Companies Succeed**

What are the secrets to successful independent operation in today's media and economic worlds? A panel of leading independent owners discuss what it takes to keep revenues pumped and cash flowing at their stations and how their ability to act — and react — nimbly works to their advantage. What are their plans and strategies heading into 2015? Find out as leadership, independent-style, addresses the issues facing all broadcasters.

**Dean Goodman**, President/CEO, Dignity Companies, LLC

**Duke Wright**, CEO, Midwest Communications, Inc



**Noon-1:45 p.m.**

**Luncheon Program**

**12:20-1:15 p.m.**

**Keynote TBA**

**1:15-1:30 p.m.**

**Lifetime Leadership Award Presentation**

**1:45-2:20 p.m.**

**Download on Digital: What You Need to Know to Enhance Your Business**

What kind of return are you really getting on your digital investment? You can't manage what you don't understand. Social media, streaming, mobile, and the connected car have changed the playing field forever. For example, radio historically owned the car and about 50 percent of the listening, but now the dashboard and connected car are changing consumer behaviors. This panel will help you understand how to better tap and manage all your platforms and compete in the digital environment.

Moderator: **Alexander Kates**, Global Head, Digital Marketing Institute, and Author of Strategic Digital Marketing



**2:20-2:40 p.m.**

**Break**

**2:40-3:10 p.m.**

**TBA**

**3:10-3:40 p.m.**

**TBA**

**3:40-4:20 p.m.**

**Advertiser Super Session: Where Do the Ad Dollars Grow in 2015?**

How can radio best position itself in the advertising marketplace? What metrics are necessary in today's geotargeted, multi-platform world to best insure their business? Advertising agency executives offer their perceptions of radio: what works, what doesn't, and what it will take in 2015 to earn their business and marketing partnership opportunities.

**4:20-5:10 p.m. Sponsored by WIDEORBIT**

**Group Head Leadership Super Session**

Radio's top executives offer their vision and expectations for the coming year in this frank and honest annual forum. This is a candid, rare view from the top: the insight, predictions and expectations for 2015 from radio's leading CEOs.

**5:10-5:15 p.m.**

**Closing Remarks**

**5:15-7:30 p.m. Sponsored by**



**Annual "40 Most Powerful People in Radio" Reception**

## MARKET MANAGER OF THE YEAR



### **BEN DOWNS**

Bryan Broadcasting  
College Station, TX  
ben@bryanbroadcasting.com  
Years in Radio: 26

Success comes from careful hiring and careful mentoring, and then backing away from the day-to-day of your staff's jobs. My job is to develop a strategic plan, keep up with the money, protect the license, and keep the right people in place. You cannot keep up with every wheel and cog in an 11-station cluster, but you can support the staff as they oversee their part of the plan. Talented, quality people respond well to modeling and respect for their work. Calmly correct your directors and keep their goals clear, and you'll see that reflected in their management.

To me, this is my job: to hire the right people, to provide them the tools they need, to create an environment where they can innovate and succeed. And show them that success follows being important to the people in our community.

### **TIM DAVIES**

Radio One  
Atlanta  
tdavies@radio-one.com  
Years in Radio: 30

We are facing many challenges in today's media landscape. In order to be successful, we must be transparent with our entire team in regard to challenges we must overcome: revenue, ratings, digital, PPM, etc. First, you must constantly communicate with the entire staff. They must know what we are all facing. Assuming you have the best talent in place, you then



should empower them with a shared vision or specific goal. From that, "trust but verify" is essential because you are usually the person who can see all the pieces of the puzzle. Don't assume anything.

On the flip side, our business still is about great ideas, compelling content, and providing excellent customer service. If you have all of these in place, throw in a "Fun Committee," and you will be successful.

On leading people successfully, first you must know the difference between a manager and a leader. I hope I am seen as a leader. For me, I learned long ago one simple saying: "It is not what I can do, it is what I can get others to do." It is essential to act with intent, act with courage, and lead by example. By doing so, I see so many of our team, from different areas of the operation, step up and make a difference.

### **DOUG HARVILL**

CBS Radio  
San Francisco  
doug.harvill@cbsradio.com  
Years in Radio: 40

The key to being a successful market manager is finding and attracting outstanding self-motivated talent, sharing a common understanding of business ethics, agreeing on goals, and empowering each employee to run their own "business." When successful in finding the right employees and following these principles, a market manager can spend his or her time removing obstacles and creating opportunities. Finally, a successful market manager must spend the appropriate time confirming efforts and results.



The challenges are multiple. We have a mature business that is funding our evolution into a digital delivery age. A successful broadcast organization cannot see itself as just an AM and FM delivery system. We are a content business.

The digital revolution is creating new delivery platforms, and with them the opportunities to share our content with a new and wider audience. The biggest challenge is managing a mature content business while growing digital, nontraditional, and other new revenue streams. Our opportunity is significant and exciting. We have great local content, with the prospect of a larger audience and greater revenue through new and developing delivery platforms.



### **BILL HURWITZ**

WLUM, WLDB & WZTI  
Milwaukee  
bhurwitz@milwaukeeeradio.com  
Years in Radio: 39

A great market manager works every day to serve the community and lead by example, both in and outside the building. Great managers hire great people and let them do their jobs. The biggest challenge in free, over-the-air radio is keeping great people.

No question, radio today has new, and very good, competitors. That said, the challenge is to understand the new competitors, sell free over-the-air radio with confidence and integrity, and never lose sight of how big, and important, radio is in the advertising and local communities we serve. If we do that every day, we'll sleep well at night. And I do sleep well at night!



**DEBBIE KENYON**

CBS Radio

Detroit

dkenyon@cbs.com

Years in Radio: 24

The key to being a successful market manager is having drive, passion, vision, and the ability to attract great talent.



**KEITH LAWLESS**

Cox Media Group

Tampa-St. Petersburg

keith.lawless@coxmg.com

Years in Radio: 22

Create a fearless culture. Often you hire very talented people, pay them a lot of money, and that talent goes to waste because they are too scared to speak up or innovate. That's when you find your business in a stall. When talented people have no fear of ridicule or judgment with their innovation, then you get the best from them. When you have the right people leading, and the

culture is right, then they lead as if they own the business, and they innovate.

I want someone sliding into my doorway with an idea they are excited to share, even if it isn't fully vetted. The worst is when your doorway is empty — when people aren't inspired to innovate or when they are too scared that their idea will be judged. If you can create a culture like this, it will translate throughout the entire organization, and anything is possible. Fortunately for me, CMG Tampa is full of sharp, competitive, forward-thinking, ambitious, and caring team members. When they feel good about what they do every day, then we win.

**CARLA LEIBLE**

Zimmer Radio and Marketing Group

Columbia-Jefferson City-Lake of the Ozarks, MO

cleible@zrgmail.com

Years in Radio: 19

It all comes down to recruiting and retaining good people. You must always keep in mind that the cheapest option doesn't always mean the best

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## Market Manager Of The Year (cont'd)



### KRISTIN OKESSON

Connoisseur Media  
Hartford-Milford, CT  
kristin.okesson@connoisseurct.com

Be a leader, work hard, have fun, be gracious, be firm but fair, take risks, have passion, play to win, and do good. Overall, you must lead the way and understand that your employees are looking up to you for guidance 24/7. A leader anticipates and prepares for change, and isn't afraid of it when it happens. Recently I operated while our stations were publicly for sale. It was a year of uncertainty, but I made a point to motivate the team to not only maintain but to elevate our performance to an even higher level. Because of this, we delivered our highest cash flow/top-line performance. Be bold, because you will never know what your team is capable of if you don't try. Put yourself in unfamiliar situations and rate opportunity ahead of security, always balancing risk.

Make sure you have the best working with you because real change only works if people follow your lead — and for that, you need passionate



fans. We have worked hard to build a culture that encourages passion and loyalty. We've done that through sales and programming initiatives that inspire collaboration. Rather than a building full of departments, we are one cohesive unit working and succeeding together. Part of our culture is celebrating success at every opportunity. I believe doing good, whether that's for your employees, your community, or your clients, is good business. In my head I am always measuring our impact, and not just our top line.

option. We must remain committed to spending time and money on our associates, helping them to learn and grow professionally. You should focus on increasing revenue rather than reducing cost. You'll never save yourself to prosperity. Live the company's core values.

In my 19 years in the industry, I've never witnessed anyone fail when they are respectful, improvement-oriented, passionate about life and work, willing to step up and lead, take ownership, and are accountable for their actions. It's also important to remain humble and not take oneself so seriously all the time. If you're not having fun working in this industry, then something's wrong.

# CONGRATULATIONS

## Carla Leible NOMINATED MARKET MANAGER OF THE YEAR

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## AMERICA'S BEST BROADCASTER



### GEORGE BEASLEY

Founder/Chairman/CEO  
Beasley Broadcasting

George Beasley founded Beasley Broadcasting in 1961. Throughout his 53-year radio broadcasting career, Beasley has received numerous broadcast-industry distinctions as well as recognition from various civic and charitable organizations. Most notably, the Library of American Broadcasting honored him as a 2012 Giant of Broadcasting, and in 2011, the Florida Association of Broadcasters named him Broadcaster of the Year. In 2010, the Country Radio Broadcasters awarded Beasley the Tom Rivers Humanitarian Award, and in 2008 the Nevada Broadcasters Association inducted him into its Hall of Fame.

Beasley earned a B.A. and M.A. from Appalachian State University, and was recognized in 1990 as one of the university's Distinguished Alumni. He has served the university as both chairman of the Appalachian State University Foundation Board of Directors and a member of the Appalachian State University Board of Trustees. He is most proud of the George G. Beasley Media Complex, which stands as a promise that future generations of ASU students will also have the opportunity to pursue their entrepreneurial dreams in broadcasting.



### DEAN GOODMAN

CEO/President  
Dignity

Dean Goodman is CEO, president, and founder of Dignity Companies LLC, a diversified media, digital, entertainment, and event marketing company. Dignity owns or operates 113 radio stations nationwide and is the fifth-largest radio group in the U.S. (pending 3 Eagles closing). Prior to forming Dignity, Dean was president/COO of Paxson Communications (Ion Media Networks), where he acquired, built, financed, and operated over 70 TV stations, cable and broadcast networks, more than a hundred radio stations, TV show productions, the Travel Channel, and an outdoor company.

Goodman has worked in many facets of the media and entertainment industry, including on-air, programming and production, sales, and lobbying, and has served on radio and TV technical standard groups for the industry. He was on the board and executive committee of the NAB for more than 15 years, and he previously served as the chairman of the board for the Florida Association of Broadcasters. Additionally, he continues his career involvement with children's charities.

### BETH NEUHOFF

President/CEO  
Neuhoff Communications

After the sudden death of her husband, longtime Illinois broadcaster Geoff Neuhoff, in 2012, Beth was hired by Neuhoff Communications shareholders to step in as CEO and president. During her short tenure, Neuhoff has dramatically improved the company's operating margins and debt service through top-line growth and a



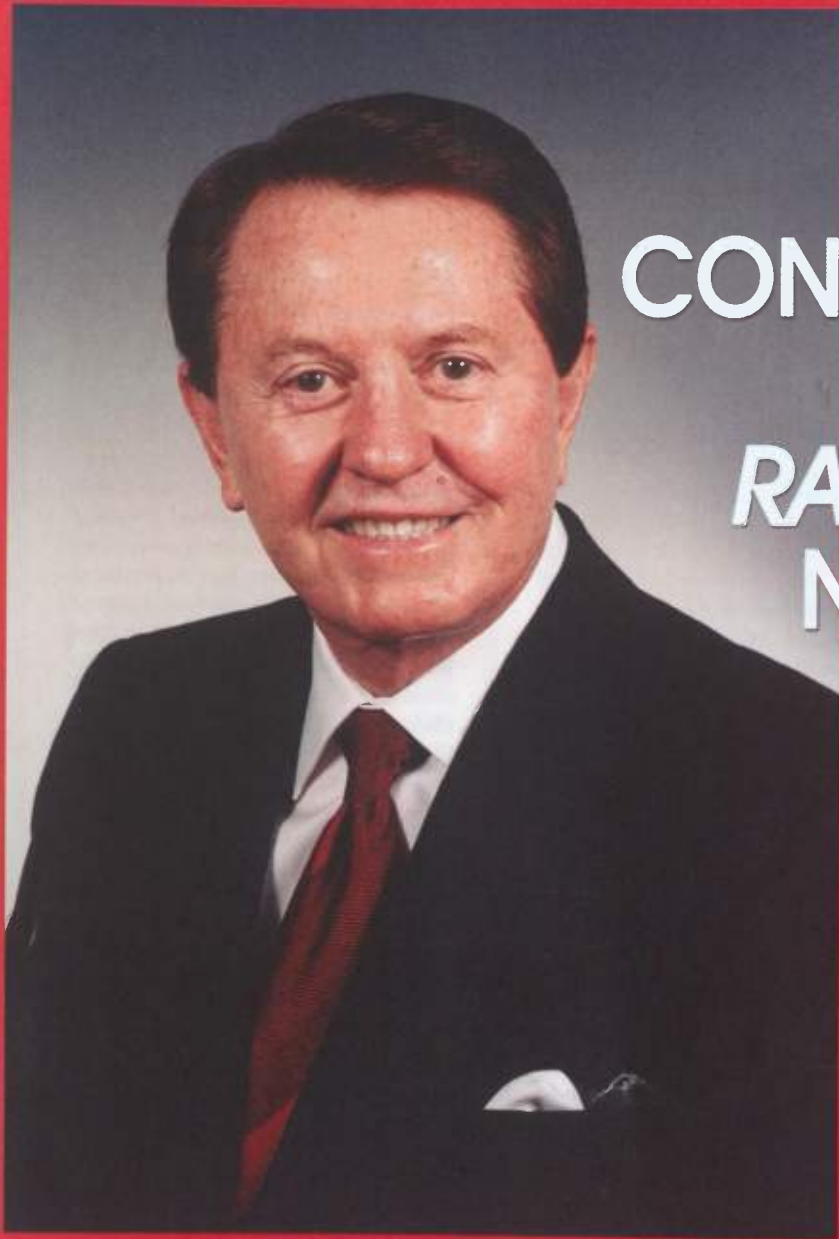
focus on company culture. A former executive VP with the now-defunct Interep, Neuhoff began her career as one of Interep's first members of the Radio Apprentice Program. She worked her way up from AE to sales manager to regional executive of the Midwestern region, and credits Ralph Guild, Kay Olin, and countless other media legends for mentoring her. Her experience in the rep industry gave her exposure to many broadcasters. Getting to know group heads and see various cultures and styles gave her a unique perspective when assuming the reins at Neuhoff Communications.

Most recently, Neuhoff graduated from the NAB's Broadcast Leadership Training, spearheaded by Diane Sutter and operated by Michelle Duke. That experience and the real-life exposure to the M&A side of the business will come in handy as Neuhoff and her COO, Mike Hulvey, work to expand their company's footprint. A committed philanthropist herself, Neuhoff currently serves on the boards of the Broadcasters Foundation of America, the Jupiter Medical Center Foundation, the Maltz Jupiter Theatre, the Loggerhead Marinelifelife Center and the Martha's Vineyard Preservation Trust. Additionally, she is on the Legacy Board of Bear Necessities Pediatric Cancer Foundation and received the William J. Casey Hope Award for the creation of the "Wear the Bear for Kids With Cancer" national campaign.

### BRUCE REESE

Special Advisor  
Hubbard Radio

Bruce Reese is vice president/special adviser for Hubbard Radio. Until July 2014, he served as president and



**George G. Beasley**  
Founder, Chairman & CEO  
'Broadcaster of the Year'

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CEO of Hubbard, a position he had held since the group's formation and acquisition of 17 radio stations from Bonneville International in April 2011. Hubbard Radio operates 30 radio stations in Chicago; Washington, DC; Seattle; Phoenix; Minneapolis-St. Paul; St. Louis; and Cincinnati. Prior to joining Hubbard Radio, Reese worked at Bonneville for almost 27 years, first as general counsel, then as executive vice president, and, from 1996 until 2011, as president and CEO.

Prior to joining Bonneville, Reese practiced law with firms in Washington, DC, and Denver. He began his legal

career with the Department of Justice in Washington.

His current community activities include the United Way of Salt Lake Board of Directors and Intermountain Healthcare Board of Trustees. He has also served as chair of the Joint Radio and Television Boards of the NAB and as a director of the Associated Press.

### LARRY WILSON

Chairman  
Alpha Media

Larry Wilson practiced law from 1979 until 1984, when he co-founded what would become Citadel Communications. He took the company public in 1998. Citadel would expand into 26 states, growing to 205 radio stations in 42 markets, until it was sold to the Wall Street investment firm Forstmann Little & Co. in 2001 for \$2.1 billion. In 2009, Wilson returned to radio when he, along with Endeavour Capital, started Alpha Broadcasting with six stations. Wilson then formed L&L Broadcasting in 2012, accumulating another 30 stations.



In July of 2014, L&L acquired 19 stations from Mainline Broadcasting and merged with Alpha to become Alpha Media, which now owns and operates 68 radio stations in 12 markets. Wilson served on the board of directors of the Country Music Association from 1999 to 2001 and was honored in 2001 by the NAB when he received the prestigious National Radio Award. In January of 2002, Wilson was voted Executive of the Year by *Radio Ink*, and in 2007 he received the Tom Rivers Humanitarian Award from the Country Radio Broadcasters for his work and monetary contributions to numerous charitable organizations over the years. In 2014, Wilson was inducted into the Country Radio Hall of Fame.

2014 RADIO WAYNE AWARD NOMINEE **LARRY WILSON**  
**BEST BROADCASTER**

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