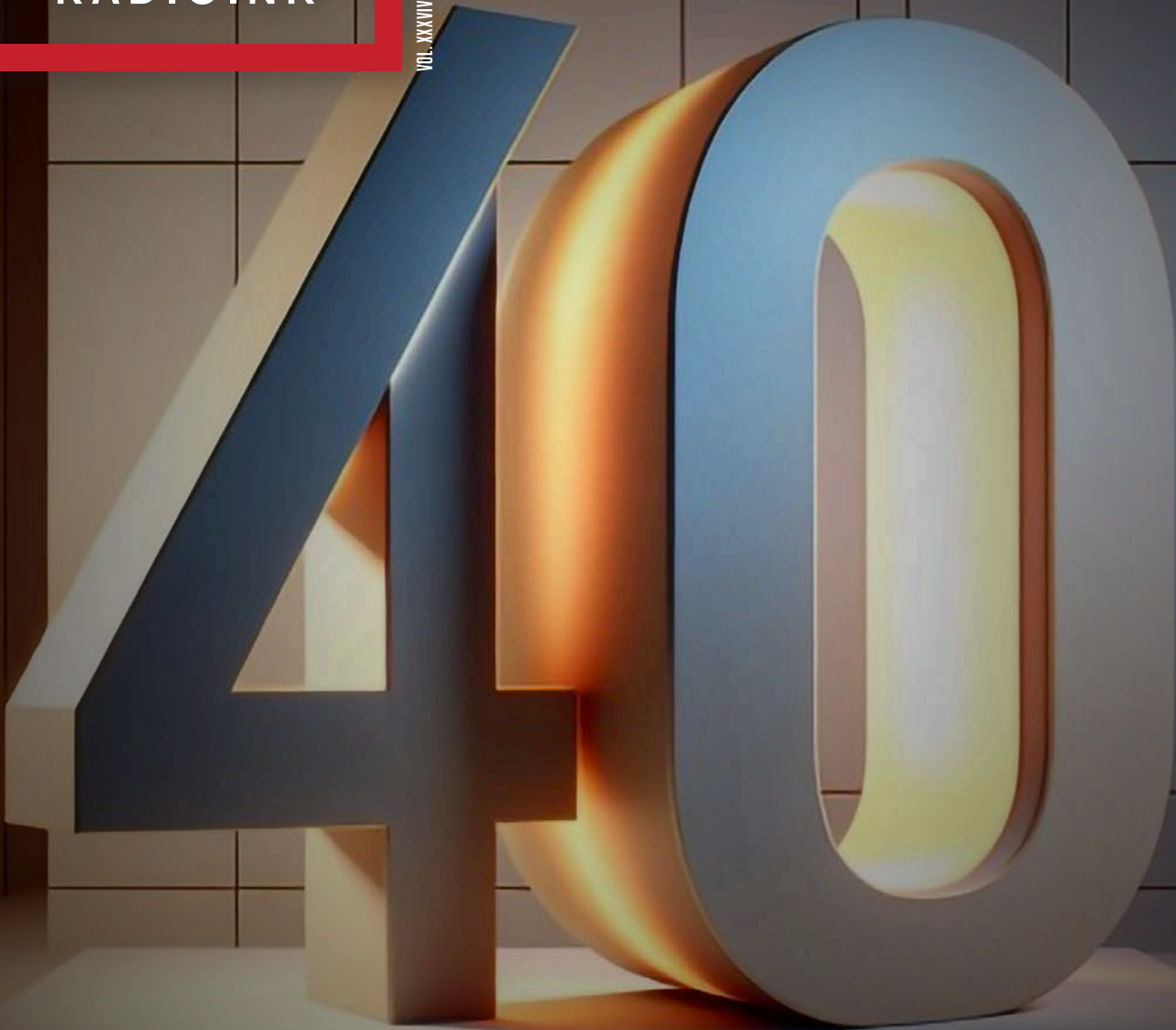


RADIO'S PREMIER MANAGEMENT & MARKETING MAGAZINE<sup>SM</sup>

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Radio Ink's role is passionately to empower radio management to be more successful by providing fresh, actionable, reality-based ideas, inspiration, and education in a quick, easy-to-read, positive, pro-radio environment.

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# Leadership to Live By

Ten years ago, I was trying to close on a home. After weeks of delay, I became frustrated and told the agent that I would back out if we didn't have a settlement date within three days.

Next morning, I received an exuberant message. She had taken the matter to the top: Jamie Dimon, Chairman and CEO of JPMorgan Chase!

I'm a student of legendary radio cheerleader and sales leader Bill Burton, whose mottos included "Sell at the top," and "Don't take no from someone who can't say yes." Even so, I shrugged at what I thought was a futile attempt. Imagine my surprise (OK, shock) when she left another message: Chase was looking into it. Twenty-four hours later, we had a closing date!

Now, as far as we know, Dimon did not personally intervene, but clearly someone high up did. That's probably because of Dimon's renowned leadership philosophy, founded on several core principles that combine traditional values with modern business acumen. These characteristics filter down through the ranks of JP Morgan Chase.

Here are the 10 key elements of Dimon's leadership philosophy. I would challenge all of us to check how we compare on each point.

## 1. Focus on Fundamentals

He believes that a strong understanding of fundamental principles, such as risk management, financial discipline, and operational efficiency, is crucial for long-term success.

## 2. Strong Ethical Standards

He promotes a culture of integrity and

accountability, which helps maintain the company's reputation and trustworthiness.

## 3. Risk Management

He speaks often about the importance of being proactive in identifying and mitigating risks.

## 4. Transparency and Communication

He values open and honest communication within the organization.

## 5. Talent Development

Investing in people is a cornerstone of his leadership philosophy.

## 6. Customer Focus

He believes that understanding and meeting the needs of customers is fundamental to business success.

## 7. Adaptability and Innovation

He knows that staying competitive requires embracing change and fostering a culture of innovation.

## 8. Corporate Responsibility

He believes that companies should contribute positively to society and operate with integrity.

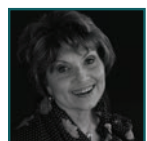
## 9. Resilience and Perseverance

His personal and professional journey has instilled in him the value of resilience and perseverance.

## 10. Long-term Perspective

He is focused on long-term success rather than short-term gains. This allows him to make decisions that are beneficial for the company's sustainability and growth.

Dimon's approach to professional leadership has served him, his employees, and stakeholders well. They can serve radio, too.



**DEBORAH PARENTI** is President/Publisher at Streamline Publishing.  
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## Leadership Lessons From Jamie Dimon

CEO, JPMorgan Chase

### Key Insights From a Banking Team



#### Admit, Learn, Move On

Make a mistake? Admit, learn, and move on.



#### Human Skills Over Specialized Skills

Trust, respect, hard work, humility, and care.



#### Intensity Matters

Maintain intensity and commitment.



#### Succession planning

Invest in future leaders.



#### Express Gratitude

Show appreciation.

Lead With Courage, Humility, Passion!

# Creativity in Ad Writing Is Overrated

▶ You see a lot of crap during 40 years as an ad writer.

You see big, steaming piles of predictable ads written by amateurs who assume the audience is required to listen.

You see frozen piles of heartless ads that speak to ideas rather than to people.

You see the scattered shrapnel of ads written by highly creative but trigger-happy writers who don't understand the necessity of strategy.

Amateur ad writers believe in creativity. Accomplished ad writers believe in strategy. Good ad copy flows from strategy.

Strategy flows from whatever is in the pantry of the advertiser.



Amateur ad writers believe in creativity.  
Accomplished ad writers believe in strategy.  
Good ad copy flows from strategy.

You must begin by prowling through that pantry. Take inventory of all the unused story elements you will find hiding there.

Bad strategy is usually the result of someone's ego.

A business owner wants to air ads

on your station. When you meet with that person, you realize they want to be perceived in a certain way. They usually call this fantasy their "brand essence," and if you do not indulge them in their fantasy, they will accuse you of not understanding their brand.

They want you to continue doing what they have done in the past, but make it work this time. If you disagree with their strategy, they will say, "You don't understand who we are."

You will want to say, "No, that is not who you are. That's just who you *want* to be. But you don't have the ingredients to bake that cake."

This is always an unproductive argument, so when a business owner who wants to air ads on your stations says, "This is what I want you to do ,and this is how I want you to do it," the best answer is to say, "I have a colleague who specializes in exactly what you need. Let me call them for you."

If you employ the same strategy they have used in the past, it's not going to work any better than it did in the past.

You will be tempted to do what your prospective client is asking you to do. "After all, it's their company, right?"

Your reason for thinking these thoughts will be that you need the money. But if you do what your prospective client tells you to do, this is what will happen:

1. **Your ad campaign will underperform.**
2. **Your client will blame you and your station.**
3. **You will be fired.**
4. **You will have a record of failure.**
5. **You will lose confidence in yourself.**



**ROY H. WILLIAMS** PRESIDENT  
Wizard of Ads Inc.  
roy@wizardofads.com

Find your money elsewhere.  
 Before you accept a client, ask yourself, "Am I willing to give this person a place in my life?"

Consider that question carefully, because your client will certainly occupy your thoughts. Will you look forward to speaking with them, or will you dread it?

Even the best clients will occasionally ask you to do something that you believe is a bad idea. This is when you will need to do the opposite of what I told you a moment ago. When you have accepted the job as their ad writer, you can no longer say, "I have a colleague who specializes in exactly what you need. Let me call them for you."

You have given this client a place in your life. You have accepted the role of being their ad writer. You have an ongoing relationship. This is when you have to remember that they did not hire you to be CEO.

1. Tell them that you will definitely do what they say.
2. Then tell them why you think it is a bad idea.

3. When they have heard you, and understood you, and asked that you do it anyway, make it a point of honor to figure out how to make their bad idea work.
4. Take ownership of the idea. Put everything you have into it. Be proud that you were able to make it work.
5. When you have an ongoing relationship, you no longer have the option to say, "You're on your own."

Most ads are not written to persuade. They are written not to offend.

The power of an ad can be measured by the strength of the backlash against it.

Backlash doesn't mean the ad is good; it means only that the ad is powerful. Really bad ads will generate negative backlash.

But so will the really good ones.

This backlash can come from:

1. The client
2. Employees, friends, or advisers of the client

3. A small but vocal group of people who have willfully misinterpreted your message so that they can jump onto their little soapbox and proclaim their favorite grievance with thunder and lightning and outrage.

Being offended makes people feel superior and important.

I am not saying that your goal should be to offend. I am saying only that you cannot say anything powerful without *someone* being offended.

Most ads are critiqued, questioned, altered, and watered down so that no one can possibly be offended. This is why most ads are limp and ineffective.

Which frightens you most: ads that don't work, or criticism for ads that do?

Your client needs to ask themselves the same question.



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## Joe D'Angelo

*Senior Vice President of Global Radio and Digital Audio, Xperi*

## ONE OF RADIO INK'S "40 MOST POWERFUL PEOPLE IN RADIO"!

*As one of the founders of iBiquity Digital, the company behind HD Radio, Joe has made groundbreaking contributions to the radio technology industry for over 20 years. He continues to shape the future of radio through sharing solutions like DTS AutoStage, which empowers broadcasters to better understand their audience and create highly engaging content.*

# The 2024 Hispanic Radio Conference

**T**he Hispanic Radio Conference took place over June 12-13 in San Antonio, Texas, the site of the first conference and Medallas de Cortez Awards presentation and hometown of KCOR-AM, the first Hispanic-owned Spanish-language radio station in the United States. A big thank you to our sponsors, attendees, and the Marriott San Antonio Airport for making this such a special event!



Greeting friends and colleagues at the start of the first day.



Raúl Alarcón of Spanish Broadcasting System introduces our keynote presenter, FCC Commissioner Anna Gomez.



Keynote speaker Commissioner Anna Gomez.



Taking questions from attendees.



Costa Media's Gerardo Lopez (podium) moderates a panel on Mexican regional music. (L-r) Mario Carrasco of ThinkNow, Marina Filippelli of Orca, and Said Garcia Solis of KBUE (Que Buena).



Radio Ink President & Publisher Deborah Parenti, Gomez, and Raúl Alarcón.



Presenting a Medallas de Cortez Lifetime Achievement Award to Eddie "Piolin" Sotelo: (l-r) Deborah Parenti, Piolin, Edgar "Shoboy" Sotelo, and Stephanie "Chiquibaby" Himonidis.



Deborah Parenti and VCreative's Julian Robles present New Mexico Broadcasters Association President Paula Maes with the Medallas de Cortez Award for Distinguished Hispanic Leadership.



SBS's Jesus Salas talks with BMI recording artist Angélica Rahe.





2024's Medallas de Cortez Award honorees (l-r): Deborah Parenti; SBS's Fernando Bauermeister; CMG's Heather Torres-Thomas; SBS's Elizabeth Paulino; Curtis Media's Julie Garza; Paula Maes; Nora Gonzalez of Estrella Media; and Said Garcia Solis (for Estrella Media's Don Cheto).



Time for fun at our annual cocktail reception! (l-r) Dario Rodríguez of Grupo radio Centro, Shoboy, Piolín, Abel Rodríguez of Live365, and Ileana Landon of Megatrax.



Nielsen's Tony Hereau and Pierre Bouvard of Cumulus in conversation about the power of Spanish radio.



Bentztown's Masa Patterson and SBS's Dara Kalvort and Maire Mason discuss the use of AI in sales.



SDC Broadcasting's Matt Martinez, Bryan Broadcasting's Ben Downs, Paula Maes, and Lazer Media's Alfredo Plascencia discuss the impact on Hispanic radio of the current regulatory and political climate.



Entravision's Angie Balderas, Lotus Broadcasting's Kurt Bagelmann, and Lazer Media's Gerardo Martinez provide an update on the Hispanic Radio Alliance.



Futuri Media's Erin Callaghan.



Discussing "Hispanic Radio and the Consumer Connection." (l-r) Radio Ink's Lainie Petersen, Harker Bos' Katie Miller, Curtis Media's Shirley Davenport, and Nueva Network's Grace Agostino.

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# Three Great (Snail Mail) Prospecting Letters

I've had great success selling jingles over the years with Eldorado Broadcasting's Steve Garsh, who recently shared his approach to securing meetings with hard-to-reach prospects.

Steve recommends sending your prospect Letter No. 1 requesting a 15-minute appointment to share your ideas about increasing their sales. Offer a specific day, date and time you will call to schedule the meeting.

If that doesn't work, send Letter No. 2 stressing that your focus is on helping Mr. Jones increase sales. Your professional approach to letter writing will get noticed and the appointments will start to follow at this point.

If Letter #2 doesn't work, be patient: Letter # 3 works every time ... The Prospect will be calling you for an appointment!

## LETTER 1:

It will only take you 21 seconds to read this letter.

I would like the opportunity to meet with you to share a great idea I have to help you increase sales. My presentation will be brief and focused solely on you selling more (cars, furniture, real estate, etc.). I will call you on (day, date, and time here) to suggest a convenient time for us to meet.

Thank you in advance!

## LETTER 2:

You recently received a letter from me requesting a meeting to share an idea I have that will help you increase sales. My presentation will be brief and focused solely on helping you increase sales. I will call you on (day and date and time here) to suggest a convenient time for us to meet. You will like my idea very much!

Thank you in advance.

## LETTER 3:

*(Include a lottery ticket.)*

Business is just one interruption after another. All interruptions are not bad. I have an idea that will help sell more (furniture, cars, real estate, etc.) for you. It's too bad we didn't meet. I tried. I guess I was just unlucky. It would have only taken a few minutes for you to hear my idea. Luck just wasn't on my side. Here's a lottery ticket, my gift to you. If the lottery ticket isn't a winner, let's talk about my winning idea. I bet you will love it!



**JIM REILLY**

Owner, American Music Concepts.

JingleJim@americanmusicconcepts.com

## Postal Power Play

Don't count out snail mail for prospecting! Recent studies show:

56%

56% of survey respondents report feeling "overwhelmed" or "slightly overwhelmed" by e-mail marketing. Only 33% felt the same way about snail mail.<sup>1</sup>

74%

74% of marketers indicated that snail mail delivered the best ROI when compared to other channels.<sup>2</sup>

49%

Snail mail is 49% more effective than e-mail at activating areas of the brain responsible for long-term memory.<sup>3</sup>

1. Sequel Response: 2023 Direct Mail Marketing Benchmark Report.
2. Quad Graphics: The Direct Marketing Revolution 2023
3. Marketreach: Why Mail Cuts Through

# Don't Wait for Access to the Powerful

In any career, getting to a leadership position involves taking initiative, being proactive, learning to continually sharpen your skills and learn from what others do.

That last one is often overlooked. *Not today.*

If you can identify the thought leaders, power players, and those who excel on your career path, you'll want to get to know them — and for them to get to know *you*.

If you want to grow your knowledge, open opportunities to learn, and you want to be known by the powerful people running our industry, you can do that. Don't wait on someone else to introduce you.

Take the initiative. Introduce yourself. *But have a plan.*

For most of my adult life I lived by the idea that "It's not what you know, *but* who you know." Then I learned that was not true. So here's the truth. "It's not who you know, it's who knows *you*."

We are in the business of generating the most revenue possible. If you want to find a way for the most powerful people in our industry to know you, start by becoming an engine that regularly surprises your bosses with what I call "positive revenue developments." Develop ideas that generate oversized revenue. If you think you have to be in sales to do this, think again. *Ideas* produce revenue.

If you're in sales, your mandate is straightforward: find ways to increase your sales and bring in whales. This means research, planning, prepping, and relationship-building. It means thinking of your duties like a sport: you're there to put up big numbers.

How do you do that? You find advertisers with problems and match them to creative ideas that solve the problems.



If you are in programming, you get attention by reinventing how you expose new revenue, connect with your sellers, motivate your sales team, and have impact on sales growth — in addition to your on-air, social, and appearance duties. Generate creative ideas that turn into money.

## Take Your Time

Imagine what you might learn by getting to know the most powerful people in radio. Imagine multiplying the years of knowledge each of them has collected. Brainstorm ways you can make a positive impression on them and perhaps ask them for help in growing your career.

Imagine if these people shared with you what they know. That could separate you from everyone else.

One of the great joys of life is "to know and be known." You know who the most powerful people in radio are. Now it's up to you to reach out, develop relationships with them, and multiply your actual benefit (and theirs).

Start now.

## QUICK HITS:

### Social Networks Boost B2B Sales

**64%** of top-performing salespeople use their personal and professional networks to identify an organization's decisionmakers.

Reference: Ipsos/LinkedIn: Deep Sales: the B2B sales playbook to boost revenue in 2024

### Trust Is Critical in Sales

**84%** of B2B buyers expect sales reps to act as trusted advisers.

Reference: Salesforce: State of the Connected Customer, 2023

### Professional Network Development Is Critical

**60%** of new MBA applicants state that their top motivation for applying to business school is expanding their professional networks.

Reference: Graduate Management Admission Council™: GMAC Prospective Students Survey 2023 Summary Report



**LOYD FORD** is Chief Strategic Officer at Rainmaker Pathway Consulting Works (RPC). Reach him at [RainmakerPathway.com](http://RainmakerPathway.com).

# Expanding Your Personal Brand

## Part 1: External Branding

Every time we approach a prospect, we start at ground level: they've probably not met us before. Unfortunately, there may have been many radio reps before us who have not represented our industry positively. So, sometimes, we start *below* ground level.

We must establish ourselves as marketing experts. When someone in your community thinks of advertising, your name should be their number one choice.

There are three edges to any sale:

### EXTERNAL BRANDING IDEAS

**Network:** Find the movers and shakers of the community through Chambers of Commerce, Kiwanis, Rotary, and leads groups.

**Get on the speaking circuit:** Develop a 30-minute talk on how to market effectively. Service clubs are always looking for speakers.

**Get involved in community projects.**

**Use your own radio waves:** Record a 30-second commercial about what you do, and the problems you solve for clients.

**Showcase your team's expertise:** Every client is touched by the internal people at our stations. What does the team do extraordinarily well?

1. A **critical edge**, which means having unique features no one else has. Not many products have that in today's competitive world.

2. A **competitive edge** means having clear-cut advantages over other products. Again, hard to do and maintain.

3. The **perceived edge** is where we need to live. We need a reputation for creating campaigns that fit our clients like a bespoke suit. This requires expanding our personal brands.

There are two components to this: external branding and internal branding. Today we look at external.

### External Branding

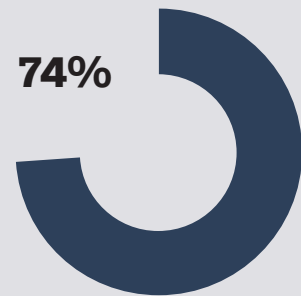
Smart account executives have discovered the power of using social media to create and expand their image. They send out bits of marketing information on a consistent basis through LinkedIn, Facebook, and Instagram. They record testimonials with their happy clients and post the interviews. Nothing attracts success like success.

They get themselves published. Not everyone can write a book, but you can write articles and newsletters. Send these to your customers and to potential clients.

It takes time and consistent effort to establish yourself as the marketing

### Personal Branding Builds Trust

74%



The percentage of Americans who state that they are more likely to trust someone with an established personal brand.

Source: Brand Builders & The Center For Generational Kinetics: Trends in Personal Branding National Research Study

expert. Once you do, referrals come in. Doors open. Revenue increases.

Next month, we look at internal branding. What needs to happen after the sale to maintain our image as experts?

Happy selling!



**PAT BRYSON**

CEO of Bryson Broadcasting International.  
Reach her at [pat@patbryson.com](mailto:pat@patbryson.com).



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# RADIO MASTERS SALES SUMMIT

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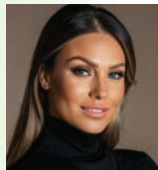
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# AGENDA

## September 10

### 9:00 - 1:30 PM

Registration and networking

### 1:30 - 1:45 PM

Opening remarks and welcome

### 1:45 - 2:30 PM

Keynote (TBA)

### 2:30 - 3:15 PM

AI: On The Road To New Revenue

AI is moving quickly and stations are learning how this new technology leads to new revenue. Our panel of experts will discuss how AI is being used in the pre-sale and post-sale phases of the sales cadence, from writing a solid introductory email and subject line, to creating compelling video, to assisting with writing the commercial. Time savings allow AEs to do more of what they do best: SELL!

### 3:15 - 3:25 PM

Bentztown Presentation 

### 3:25 - 4:10 PM

Finding Dollars in New Places

Opportunity exists in unlikely places and finding opportunity brings in new revenue streams. One radio company is filling the void created by the shuttering of local newspapers. Others are discovering creative ways to leverage digital and on-air. Our panel shares some ideas and thought-starters that will assure you take lots of notes that you can put into action when you return home.

### 4:10 - 5:00 PM

Keynote - TBA

### 5:00-5:30 PM

Radio Wayne Awards Presentation

### 5:30 - 7:00 PM

Opening reception

## September 11

### 7:30 - 8:30 AM

Continental Breakfast

### 8:40 - 9:40 AM

Wake Up and Smell the Sales:  
"The Stacked Media Sales Approach"

Facilitator: Paul Jacobs, VP/General Manager, Jacobs Media

### 9:40 -10:30 AM

Matt Sunshine

### 10:30-10:50 AM

Break

### 10:50-11:00 AM

Quu Presentation



### 11:00-12:00 PM

Interactive Part I

How to Make Money Tomorrow from the Home Improvement and Financial Services Categories

New research fielded exclusively for this conference by NuVoodoo provides actionable insights into the Home Improvement and Financial Services categories. Hear the insights and sales opportunities, then, during a working lunch with your group, create a presentation you could present to a prospect tomorrow using this current consumer data. Learn and practice using research to make a sale when you return to your market.

Facilitators:

Carolyn Gilbert, Founder/CEO, NuVoodoo Media Services

Michael Doyle, Founder/MD Media Sales and Interim Dean-SUNY

Brockport School of Business and Management

### 12:00 PM - 1:20 PM

Lunch

### 1:30PM - 2:30 PM

Interactive Part II

The Pitch: Home Improvement and Financial Services

Facilitators:

Carolyn Gilbert, Founder/CEO, NuVoodoo Media Services

Michael Doyle, Founder/MD Media Sales and Interim Dean-SUNY

Brockport School of Business and Management

### 2:30 PM - 3:10 PM

The Great Generational Divide

How can radio better attract Gen Z to the medium and convince them that it's "sexy?" And what do Gen Z prospects really think of radio's potential and how they think it could be better positioned?

### 3:10 - 3:30 PM

Break

### 3:30 PM - 4:15 PM

Selling Digital by Remaining Current

Digital advertising continues to evolve and create opportunities for radio sellers. Google has proposed to deal with privacy but keeps delaying a policy that will impact the marketplace. What's the latest? Our panel shares new insights and opportunities for digital+radio selling, and examples of categories you may not have thought of.

### 4:15 PM - 5:00 PM

Automotive - Is It Still Hot for Radio?

### 5:00 PM

Closing remarks

Agenda subject to change.



For more  
information:

# Management's Secret Weapon: Right Casting

If you hire right, your job is a breeze. Find and develop champions — they win and you win. But if you get it wrong and end up managing unmotivated people, whose skills don't fit or who may not be up to it, your job can be a nightmare.

Smart, talented, determined people can do just about anything, and we are lucky that many choose to work in radio during challenging times.

## Hiring

Attracting the right talent, then managing to their strengths, can be tricky. It's easy to be fooled if someone appears qualified and gives a great interview. Like a great first date, it can be deceptive.

There's always an element of gambling. It takes time to get to know someone. You're betting on potential, on how a person will develop, get along, and tackle challenges. No matter the qualifications, references, education, experience, or who they might know, unless you know them, or have worked with them, or they are within your organization, it's a crapshoot.

To hire for roles that play to the strengths of each and take full advantage of their scope of talent, here's a tip: the parts of a job that come naturally and easily, where it doesn't feel like

work and the time flies? That's their gift. Discover their gifts.

For personalities, it's better to build a show around a performer's strengths rather than stuffing them into a role that does not fit. Talent know when they are cast in a role that is not right for them and can sense what they are best at when looking for work.

It is also possible to kill joy and enthusiasm (and job performance) by consistently saying no to small but practical solutions to real problems. Listen to the needs of and ideas from your staff. When possible, say yes to build up your team.

## Other Options

Broadcasters can take their abilities and talents and move between and excel in a variety of professions. Sales and on-air skills easily transfer to other fields including real estate, psychology, teaching, clergy, writing, law, improv theater, standup, and more.

## Are You Rightly Cast?

Remember, radio requires passion. You can love radio, but it doesn't love you back. Choose radio not because you can live with it, but because you can't live without it.



## Warning Signs for Wrong Casting

- You are bored, frustrated, watching the clock, and the days drag by.
- You can be successful as a performer or a manager or both – but consider that it's often easier to focus on and develop one area.
- If you want to be a star, you may be better off in a small market in an on-air position rather than working off-air in a large one, because of that need for the spotlight. Others are happier behind the scenes.



**VALERIE GELLER** is a talent coach and author. Reach her at [valerie@gellermedia.com](mailto:valerie@gellermedia.com).



# Teamwork Makes the Difference

Unity and uniformity. You'd think they are the same, but this quote that clearly differentiates the two:

“Unity is a constant effort to treat each other with respect and tolerate each other’s differences. *Uniformity* is the state of being uniform, holding the same views, beliefs, standard, ethics, etc., with no allowance for differences.”

If you want a unified team, look for uniquely talented independent thinkers. Those who challenge you knowing they can express themselves without retribution.

The most successful organizations are based on unity:

- Marvel’s Avengers (indulge me!). The characters had distinct talents, but worked together and saved the world.
- The Beatles. Four different musi-



cians. Four different backgrounds. They put that aside and changed the world.

- The 1980 U.S. Olympic Hockey Team. Players from different parts of the country. The best amateurs in the U.S. at their respective positions. Stunned the world with the “Miracle on Ice.” All these had one intangible: unity!

## QUICK HITS: Trust Builds Teams

Workers at high-trust companies report **76% more engagement** than employees of low-trust companies.

Source: Harvard Business Review: The Neuroscience of Trust – Management behaviors that foster employee engagement by Paul J. Zak.

## Micromanaging Kills Them

Micromanagement is viewed as the most **significant workplace “red flag”** by 73% of employees, with nearly half (46%) stating they would quit their job because of it.

Source: Monster.com: Workplace Red Flags, August 2023 Survey

## Five Strategies for Building Unity

**1. Define team members’ roles:** Be specific. Even uber-talented sports teams will flounder if players are not clear on their roles.

**2. Provide the necessary tools.** Nothing is worse than knowing your role yet not having what you need.

**3. Define your organization’s goals** – and be specific: Ratings? Revenue? Digital? Know what you need.

**4. Micromanaging doesn’t work.** Establish trust by allowing your staff the space to do their jobs completely and confidently. Ask for input before making decisions. The more involved they are, the more invested they’ll become. Then, you’ve got a team.

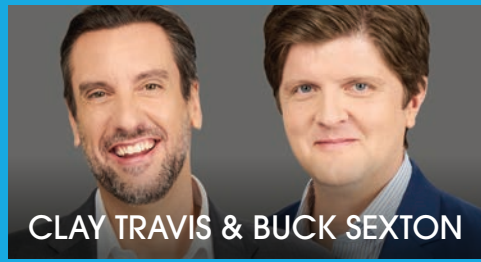
**5. Open communication.** With so many different talents and personalities, open discussion is crucial. The more you involve your staff in the process, the more they will do what’s best for the station.



**JOHN SHOMBY** is owner and CEO of Country’s Radio Coach. Reach him at [jshomby@countryradiocoach.com](mailto:jshomby@countryradiocoach.com).



GLENN BECK



CLAY TRAVIS & BUCK SEXTON



DELILAH



BOBBY BONES



ANGELA YEE



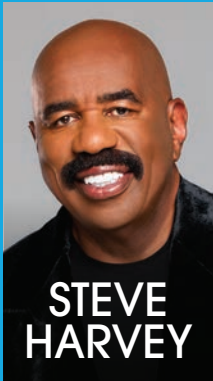
GEORGE NOORY



COVINO & RICH



SEAN HANNITY



STEVE HARVEY



FRED



RYAN SEACREST



ELVIS DURAN

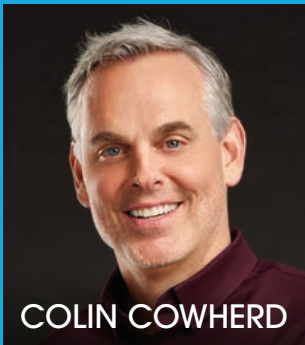


JOHNJAY & RICH

# premiere NETWORKS



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# QUALITY FIRST



ENRIQUE SANTOS



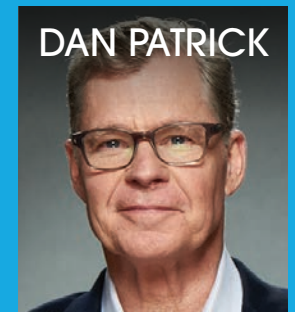
MARIO LOPEZ



BIG BOY



WOODY



DAN PATRICK



GRANGER SMITH



JOHNBOY & BILLY



TWO PROS AND A CUP OF JOE



THE ODD COUPLE

# Introduction to Bit Marketing

I've had occasional cross-pollination moments with another radio consultant who has worked with my clients on another aspect of radio. His "no-fly list" is pretty extensive, and he hates — loathes — the term "bit."

Me, personally? I love bits. Bits are content, and we are a 24/7 provider of content.

During the death spiral of 102 Jamz in Orlando, a station that had been No. 1 for 17 years — principally because of what was between the songs — suddenly tried to out-iPod iPods. They were out of the format in a year. And that takes effort. It would be like buying a McDonald's and putting it out of business. After years of projectile-vomiting entertaining content, they just stopped

They lacked bits.

In 1989 I went from an Emmis station where we spent a quarter million in market per book to the No. 1 FM station in Charlotte, where we had approximately \$300 a month. From there I went to KSOL (later Wild 107.7) in San Francisco, where I had zero. Nothing. Nada. There was no budget. In market No. 4, I was the department, and I had a van.

I discovered *bit marketing* in Charlotte, and polished my skills in the Bay Area. It's basically creating bits and stringing them together so there is always something to talk about, to promote.



**PAIGE NIENABER**  
www.cpr-promotions.com



In 2024 your audience has the attention span of a golden retriever, so you kind of need to keep throwing shiny objects to get their attention.

In 2021 I heard a station that tried to milk an entire summer out of a car. By July 4th it was pretty much over, and the talent seemed to have run out of ways to talk about it.

A good "Secret Sound" contest? Maybe six weeks. "Fugitive"? The perfect number seems to be four weeks.

But then, before and after those contests, you need bits. Or "stuff the talent can talk about." As a promotion director, that was my self-imposed job description: give them something to promote. And it doesn't have to be contests.

A bit could be the midday talent is going to be in a dunk tank for charity at a festival.

Follow that with a weekend of crashing pool parties. Follow that with the morning show picking Teacher of the Year.

Follow that with a gallery contest of people's "hot dogs" enjoying the summer at the beach or a pool. Follow that with a week of wedding horror stories to win a "Honeymoon Make-Good" at a local hotel.

Follow that with a day of going out and delivering Popsicles to construction workers outside and on the job. Follow that with the morning show doing a "Class Reunion Makeover" for a listener.

Follow that with the morning show doing a job swap with a listener.

Bits. One bit after another after another after another. Content-palooza, and you will be the King of Content.

## QUICK HITS: Content for Connection

As Scott Masteller writes in his February 2, 2024 column at Radiolnk.com ("Who Cares? Mastering Content Creation in 2024"), "You have only 6 to 8 seconds to connect with the audience. After that, they will decide to stay, or go elsewhere." He recommends the following strategies for securing audience engagement:

- Get right to the good stuff and "play the hits." Do not waste time getting to the hot story/topic of the day.
- Avoid detours and distractions. That's where you lose audience.
- Talent needs to regularly listen to or watch their on-air work so they can fine-tune their presentation.
- Urgency and anticipation are critical factors in developing audience attention.

# These glasses have seen a lot in their career.



Erica, thank you for your vision  
to help guide the industry forward and  
CONGRATULATIONS on your  
Radio Ink Lifetime Leadership award.

And, CONGRATULATIONS to all of our  
clients and friends honored on Radio Ink's  
Top 40 Most Powerful People in Radio!

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SPECIAL FEATURE

SF

# STANDARD BEARER

2024 LIFETIME  
LEADERSHIP  
AWARD  
HONOREE  
ERICA FARBER

*By Lainie Petersen*



Share

Gr  
DD

There are few people in our industry who have had the impact of Erica Farber: she's done it all, beginning with a career in radio sales that led to a management role and eventually becoming CEO and publisher of *Radio & Records* for 17 years. In 2012, she took the helm at the Radio Advertising Bureau, leading the organization during a time of significant change throughout our industry. Erica Farber has broken barriers, raised bars, and set standards for excellence.

Last year, Erica announced she would be stepping away from her role at the RAB, though she would remain with the organization to assist in the transition to new leadership while continuing her work with the RAB's National Radio Talent System and Radio Talent Institute.

We are honored to present Erica Farber with this year's Lifetime Leadership Award. And we were pleased to be able to have a conversation with her about her radio career, her observations on industry changes, and her plans for the future.



Erica with senior members of the RAB staff. L-R: Annette Malave, Bob Lawrence, Van Allen, Brooke Williams, Tammy Greenberg, Farber, Leah Kamon, Jeff Schmidt, Madison Wright and Dave Casper.

**Radio Ink: You led the RAB for 12 years. What were some of the most significant changes that you observed in radio advertising during your tenure?**

**Farber:** Probably the most significant change for radio is to recognize that radio is not the competition. And that the competition is everything else, from digital media to television, to audio out of home, you name it. For many of us who have been in the business for a long time, our leads came from other radio stations, and that could not be farther from the truth now.

Another important change is how advertisers plan and purchase their advertising. Technology is certainly changing and streamlining that process. So that's another big change, and that really affects the national and regional advertisers.

**Radio Ink: You were on Radio Ink's first Most Influential Women in Radio list back in 1999. You were also our cover story! At that time, the list had only 20 honorees. What have been the greatest areas of progress for women in radio since that first list?**

**Farber:** I'm going to say something that's probably going to be a little bit controversial.

**Radio Ink: Cool. We love controversy.**

**Farber:** While I am extremely grateful for that recognition, years ago I had mixed emotions about it. And I still do. I have a little bit of trouble with highlighting success because of one's gender. Because that's not why someone is successful. They are successful, and they happen to be female.

Having said that, there's no question that when you look at sales departments, in many cases, they are overwhelmingly female. And they are overwhelmingly female because the managers of those radio stations determined that the people they're putting in those positions are successful.

Granted, some females are hired because of their gender. But they don't hold on to their jobs because of their gender, they hold on to their jobs because they are successful, and they are good partners to the businesses they work for.

Sales departments are overwhelmingly female. Over a third of all sales managers are female. The number of female general managers is continuing to grow. Probably the weakest area for females has been on the content side, and I think there's a number of reasons for that — and it's starting to change.

"Radio is better because Erica Farber is in it. She has served as an inspiration not only to many women but thousands of young people across the board who have looked to her for guidance, counsel, and direction."  
— Deborah Parenti, President & Publisher of Radio Ink

The head of content or programming came from an on-air position, and when you had full on-air positions 24/7, you might have had one or two females on air, but the talent was primarily male. So, the talent pool to promote into programming was primarily male.

We also used to have the position of music director at radio stations. And I would say there were a lot of female music directors who offered that potential to become program directors. But that job in many cases has been eliminated. So, again, the pool was limited.

Now, management is looking beyond the air personality, so they could be marketers, or they could come from other fields. But you have to go out and create that opportunity for people.

I think people recognize that, especially when they look at the target audiences that they are reaching. And who better to understand the target audience than someone that's physically *in* that target audience? We still have a ways to go.

**Radio Ink: You're staying on at the RAB to help the National Radio Talent System and**



“Erica’s contributions to our industry are substantial and will continue well into the future. It was a privilege to work with her at the RAB. She is as beloved as she is respected.”  
 – Jeff Warshaw, Founder and CEO of Connoisseur Media

**the Radio Talent Institute. Why are these such important projects to you, and how are they developing post-pandemic?**  
**Farber:** It is certainly a passion project of mine. I’m the one that brought it to the RAB. I’d known the original founder, Dan Vallie, for many years, and we had many conversations over the years, asking him, “What is your exit plan? What do you expect to do?” Because I

Clockwise from top left: Erica with step-grandson Jake Esposito, his girlfriend Belle, and step-granddaughter Savannah Esposito; Erica at the 2023 Consumer Electronics Show; Erica at her induction into the Broadcasting Hall of Fame with (L-R) stepdaughter Melissa Esposito, partner Terry Trotter, step-grandson Jake Esposito and his girlfriend Belle, step-granddaughter Savannah Esposito and best friend Barbara Goldman-Lemoine; Erica presenting at the Georgia Association of Broadcasters Radio Talent Institute™.

knew one day that Dan would step back, and I felt his work, the momentum, needed to continue.  
 That was really the impetus for the RAB to get involved, but for me personally — I don’t care what size market you’re in, what company you’re in, everyone is looking for new talent. And I use the word “talent” for any position.  
 Sometimes I hear people say that people aren’t interested in going into radio anymore. That’s not really true. What we have found through the institutes is, in a lot of cases, these students don’t even recognize the opportunities available to them in radio.  
 By exposing them to all aspects of the

industry — because today, you can be a video expert and be in radio, you can be a digital expert when you work in audio, you can be focused on podcasts and still be a very valuable player at a radio station. The skill sets that are necessary today are very different than they used to be, and by exposing these young people to the industry, we found some real success.  
 The Georgia Broadcasters Association helped support our institute at Grady in Athens, Georgia. I was just there a couple of weeks ago. Afterward, my LinkedIn was blowing up with these students.  
 As I say to all of them when I’m at an institute: “I’m not going to guarantee you that by the end of this, you’re going

“Erica has been setting a standard for others to follow throughout her career. When she was the only woman in the room early on, she made it a goal to create a path for others to follow, and follow they did. In a career that spanned from her days running one of America’s top radio stations, becoming the Publisher of Radio & Records, to leading RAB for a dozen years, Erica has impacted countless individuals along the way. The radio industry has benefited tremendously and is better because of her leadership. I’m better because of our friendship. Congratulations to Erica Farber, enshrined as a Radio Hall of Fame member and one of America’s greatest broadcasting leaders.”

– Mike Hulvey, President and CEO, RAB

to get a job, but I guarantee you, if you continue to communicate with us and share with us your goals, we’re going to do everything we can to get your foot in the door. It’s going to be your job to close it. But we’re going to help you open doors because we need the energy and these new ideas and these new skill sets.”

And that’s why I’m passionate about it.

### Radio Ink: Beyond your work with the National Radio Talent System and the Talent Institute, do you have any other plans for your retirement?

**Farber:** First, I’ve never called it a retirement. That’s what other people have called it. I made the decision that it was time to step down from the day-to-day of overseeing the RAB. And I recognize that not all my peers have the opportunity to decide when it is right for them to make a change. Many of us are told by someone else when it is time to make a change.

I made that choice and made that announcement over a year ago. I wanted to make sure that the organization had its strategy in place, and would have time to put together a search firm and find the replacement. We did that, and we did that well.

I’m still working with the RAB on the National Radio Talent Institutes. I’m also working with them on our Writing Through the Ranks program. That’s a management course specifically designed for females. I’ve had several conversations with others about some potential other projects, but I’m going to take my time and determine what I want to do next.

“All broadcasters owe Erica a debt of gratitude. In recent years, she has led the RAB through some of the toughest times for the industry...She’s been a leader all the way. Very nice, unafraid to make tough decisions, raising the bar, leading the way. I feel lucky to know Erica.”

– Bud Walters, Founder and President of Cromwell Media

I may do nothing — which is not my nature, and so we’ll see. In any position, when you’re doing it right, what you don’t have time to do is really step back and think. And yet, stepping back and thinking is probably the most important thing we can all do for our organizations.

So now I’m just taking this opportunity to take a step back and think, observe, and watch. It’s nice not having a specific plan. It’ll happen.

### Radio Ink: Anything else you’d like to share with our readers?

**Farber:** I still believe passionately in the business. The one thing that radio has over everything is local. We need to continue to focus on local, and understanding, participating in, and helping to grow our local markets. That, to me, is what this industry should be focused on.

## Congratulations & Our Deepest Appreciation, Erica!

Your incredible contributions to the industry have left a lasting mark on the world of broadcast.

Thank you for everything!

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MEDIA WORKFLOW SOFTWARE







## Help Keep AM Radio in Cars!

With over 300 bipartisan congressional co-sponsors, the AM Radio for Every Vehicle Act has the support to pass Congress.

But time is running out to bring this bill to a vote.

Congress will be on recess all of August – we need House and Senate leaders to act now. Your listeners can make a difference!

Urge them to **text AM to 52886** and tell their legislators to bring this bill to the House and Senate floor.

Visit **NAB.org/AMToolkit** or scan the QR code below to access spots and other tools to educate your audience on this critical issue.

Together, we can ensure listeners have access to the vital services AM radio delivers to every community.



[nab.org/AMToolkit](https://nab.org/AMToolkit)





40

MOST POWERFUL PEOPLE  
IN RADIO

Each spring, our editorial team begins a series of meetings to create *Radio Ink's* list of the 40 Most Powerful People in Radio. We decide who belongs on the list and what their positions should be. We consider multiple factors in our discussions, including the leadership qualities of each potential honoree, their impact on the radio industry, and how they've operated in and responded to the industry, economic, and even political climates over the past year.

The past 12 months have been eventful for radio: the legislative battle to keep AM radio in the dashboard, the threat to free, local radio posed by the American Music Fairness Act, organizational shakeups within some radio groups, and the ever-evolving challenges and opportunities presented by artificial intelligence have tested the mettle of many long-standing Top 40 honorees.

Within this transformative environment, many established leaders have demonstrated their ability to adapt and thrive. New leaders have emerged; this year's list includes several new faces as well as changes in rank. Some of the new faces, such as Senators Cruz and Markey, are honored this year for their efforts on behalf of radio. Others, we hope, will become regulars on this list. Some list honorees have moved up several places, a testament to their extraordinary efforts and leadership during an extraordinary period for the industry.

**Radio Ink is proud to present the 2024 Most Powerful People in Radio.**



# 1

## BOB PITTMAN

Chairman & CEO  
iHeartMedia

2023 Rank: 1

YEARS ON LIST: 14

In 2011, Bob Pittman entered the Top 40 in the top slot, and he's remained there ever since. While iHeartMedia is the largest radio group in the United States, with the highest revenue, numbers alone don't make someone No. 1 on this list year after year.

Bob Pittman continues in this spot because he is more than just

a company CEO: he's a visionary leader who builds brands and impacts culture. The man who helped launch MTV and held C-suite positions at Six Flags, Century 21, and AOL proved to be the right man to take the reins at Clear Channel in 2010, guiding the company through its 2014 rebranding as iHeartMedia and through unprecedented technological and cultural changes.

In 2024, iHeartMedia continues to maintain and even grow its station numbers (870 in 151 markets in 2023), far exceeding the competition. The company has also seen considerable growth in other areas, including digital audio and its award-winning podcasting division; in fact, iHeartMedia is now

the largest podcast publisher in the world. Pittman's vision has allowed the company to pivot when listening habits and consumer needs change.

Getting to the top is a big deal. Staying on top is a true challenge. Bob Pittman has done and continues to do both.

### What is going on right now within your company that you are most excited about?

I'm excited about using new technology and AI to help on-air personalities serve their communities better, faster, and more completely; for us to use technology and AI to help our advertising partners maximize the power of their campaigns; and operationally, to



extend the impact of all of our people and their ideas.

**The radio industry united in the effort to keep AM radio in dashboards. How can industry leaders continue to work together to ensure radio's future?**

Broadcast radio is the No. 1 consumer reach media in America. Consumers depend on broadcast radio for trusted companionship, never more than in times of emergency and crisis, when we're often the only resource available to provide information and support.

So, I think we need to be diligent about demanding the rightful place for radio in the media landscape — and that includes making broadcast radio available across devices, products, partners, and technology.

**How is AI impacting your radio stations? What challenges and/or opportunities have arisen that have surprised you about it?**

AI is a wonderful new tool to extend power and productivity to our people, and to turbocharge our service to our communities.

**CLOCKWISE FROM TOP LEFT:**

Bob with Jared Leto and John Sykes • Talking with Pitbull at POSSIBLE in Miami. • With Chef Kimbal Musk • Chatting with John Sykes on the Math & Magic podcast.



# Evolving The World Of Audio

**PLAYOUT • MUSIC SCHEDULING • NEWS  
TRAFFIC • CLOUD • STREAMING**

RCS evolves with your business, blending pioneering initiatives and valuable client input. Our groundbreaking Software as a Service (SaaS) seamlessly aligns with your distinct requirements, providing an unparalleled media experience.





# 2 RICHARD BRESSLER

President/COO/CFO  
 CEO, Multiplatform Group  
 iHeartMedia  
 2023 Rank: 9  
 YEARS ON LIST: 11

Richard Bressler is no stranger to the Top 40 list — this is his 11th year as an honoree. However, this year his rank jumps from No. 9 to No. 2, the kind of leap that doesn't happen very often. And when it does happen, there's a good reason for it.

Bressler joined iHeartMedia (then Clear Channel) in 2013 as the company's President and CFO. Bob Pittman personally recruited him for the role, and the two have worked in tandem ever since. Recently, however, their partnership, and Bressler's leadership, have become more evident.

Credited by analysts as the catalyst for many of iHeartMedia's multiplatform audio initiatives, Bressler's work has paid off:

iHeartMedia's Digital Audio Group has shown consistent growth, now making up 30% of the company's revenues. Last fall, Bressler assumed the role of CEO of the company's Multiplatform Group, further developing iHeart's vast media reach, including radio stations, Premiere Networks, Total Traffic and Weather Network (TTWN), and the Black Information Network (BIN), along with its national sales team and events division.

An organization as large as iHeartMedia relies on leadership excellence at every level, particularly at the top. Richard Bressler's tireless work for iHeart exemplifies this excellence. That's why we've moved him up to the second position on our list.

### What is going on right now within your company that you are most excited about?

First, I'm excited by the strength, resilience, and level of engagement that radio has with our listeners, and our ability, through investments in new technology, to work with our advertising partners to accelerate the monetization of those consumer relationships.

I'm also excited about the way our company and our employees are embracing and adopting changes in technology to enhance the broader audio experience for our listeners and advertisers.

### The radio industry united in the effort to keep AM radio in dashboards. How can industry leaders continue to work together to ensure radio's future?

We as an industry have the facts on our side, starting with the reach and resilience of radio, which has been rock solid for decades. Our challenge as an industry has been communicating those facts.

A good example of our relevance in the lives of American consumers was when some automakers tried to take AM radio out of cars; the concerns raised by broadcast listeners nationwide about the important role that AM plays in their lives ultimately led to reversing that decision. When you don't take the time to really listen to all consumers, not just those in big cities or media markets, you're not going to understand what they really want and need.

We as an industry need to work together to identify leaders, such as Nielsen, the ANA, and others, to get the facts out about broadcast radio, its reach and its level of consumer engagement.

### How is AI impacting your radio stations? What challenges and/or opportunities have arisen that have surprised you about it?

The ability to give our employees more time back to do what they do best, while automating a lot of the rote tasks they work on, should not only lead to a more profitable iHeart but ultimately lead to higher job satisfaction for our employees. It can also help us create a better experience for our listeners.

3

## DAVID FIELD

Chairman/President/CEO

Audacy

2023 Rank: 2

YEARS ON LIST: 25

2024 marks David Field's silver anniversary on the Top 40 list, a feat shared by only four other radio industry leaders. After a career in finance, Field joined Audacy (then Entercom) in 2002, steering the company through multiple acquisitions (including CBS Radio in 2017), a rebranding, and significant changes in media technology. As head of the second-largest radio group (by revenue) in the United States, Field currently faces a challenge not unfamiliar to some of his peers — namely, guiding the group founded by his father through the maze of restructuring and emergence from Chapter 11.

### What is going on right now within your company that you are most excited about?

Audacy is off to a strong start in 2024, with meaningful performance gains across the entire company. We are driving solid growth in revenues, rating share, revenue share, EBITDA, and digital metrics as we continue to execute against our strategic roadmap. We're making important improvements across the organization, continuing to invest in new talent, premium content, and tech to enhance our capabilities and bolster our capacity to serve our listeners and customers with excellence.

We look forward to emerging from our restructuring process with the industry's strongest balance sheet, working to drive accelerated growth



by capitalizing on our scaled, multi-platform leadership position and uniquely differentiated premium audio content. We look forward to our next chapter, feel good about our progress, and are excited by what lies ahead.

### The radio industry united in the effort to keep AM radio in dashboards. How can industry leaders continue to work together to ensure radio's future?

We are all well aware of how audio and radio drive outstanding ROI and effectiveness for customers. We offer market-leading reach, deep listener engagement and connection, and

excellent results, all at extremely attractive CPMs. However, we still don't come close to receiving our proportionate share of advertising dollars.

As industry champions, we must work to speak in one voice about radio's unmatched value to advertisers while driving platform adoption of ad tech that gives us a fair shake in the allocation of advertising planning budgets.



4

MARY BERNER

President/CEO  
Cumulus Media  
2023 Ranking: 3  
YEARS ON LIST: 9

After a successful career in print media, including a stint as President and Chief Executive Officer of MPA (the Association of Magazine Media) and CEO of Reader’s Digest Association, Mary Berner became President and CEO of Cumulus Media in the fall of 2015, and made her Top 40 list debut in 2016.

**What is going on right now within your company that you are most excited about?**

The growth we continue to deliver in our digital marketing services business, which was up 25% in Q1. DMS is the fastest-growing area of the company, in part because it provides an excellent opportunity to capitalize on our long-standing radio relationships and expand our customer base beyond broadcast radio buyers.

Additionally, the successful completion of our capital structure refinancing gives us increased flexibility to further advance these growth strategies. With our strong digital growth and enhanced financial position, we are well-positioned to take advantage of a market recovery and drive sustained success.

**The radio industry united in the effort to keep AM radio in dashboards. How can industry leaders continue to work together to ensure radio’s future?**

We would do well to rally behind a unified message: radio has unique capabilities to connect advertisers with consumers at a

compelling ROI — which all by itself should be a compelling proposition deserving of advertisers’ attention and investment. I’ve emphasized this time and again, and our Audio Active Group continuously points this out through public-facing research and insights.

Despite audio capturing 31% of media consumption, it receives just 9% of ad spend — and 25% of advertisers don’t invest in audio at all. It’s time to rectify this disparity by collectively showcasing the effectiveness and reach of radio advertising and relentlessly advocating for advertisers to recognize radio’s potential and allocate more resources to this impactful medium.

**How is AI impacting your radio stations? What challenges and/or opportunities have arisen that have surprised you about it?**

We’re monitoring the rapid changes in AI’s capabilities and deployment and are carefully dipping our toe into the water to explore how it can help us work more efficiently. Our primary objective remains the delivery of exceptional and engaging content to our dynamic listener base and fostering connections between businesses and these fans. We are open to opportunities where AI can augment our efforts, yet we remain aware of the risks associated with what is still a very new, often untested set of technologies.



5

CAROLINE BEASLEY

CEO

Beasley Media Group

2023 Rank: 4

YEARS ON LIST: 11

Leadership and legacies are two different things. Not everyone has what it takes to effectively lead and grow a family business after its founder is no longer at the head. Caroline Beasley, however, has proven to be an exceptional leader of Beasley Media Group, the company her father, George Beasley, founded in 1961.

Even before taking the role of CEO in 2017, Beasley had established herself as an industry leader. She's been



one of the Top 40 for 11 years and is regularly honored as one of *Radio Ink's* Most Influential Women in Radio. Her industry leadership has included positions on the board of the NAB and BMI, as well as membership in the FCC Diversity and Inclusion Committee.

Over the past year, Beasley Media

Group has taken on challenges wrought by softness in ad sales, along with its divestment from its esports business and sale of Wilmington's WJBR-FM, by continuing to develop new customers, political advertising, and its digital business, which now represents a significant area of revenue growth as well as listenership. Beasley's commitment to her company, and the industry, is why she holds her position among our top five leaders.

What is going on right now within your company that you are most excited about?

I am most excited about our ongoing transition to digital, our focus on streamlining the way we operate across the company utilizing technology such as AI, and our ongoing commitment to providing unique and compelling content to



*Thank You*

*to our dedicated and talented employees...*



*for being the best at what you do on behalf of our company.*

*~Caroline*



meet our listeners where and when they want it on multiple platforms.

**How is AI impacting your radio stations? What opportunities and challenges have arisen that have surprised you about it?**

I am excited about using AI tools. My opinion is that this technology has the potential to be a complete game-changer in the broadcast industry. The excitement around AI stems from its ability to transform the industry and create new opportunities and efficiencies for broadcasters.

This can be especially useful to the sales process by identifying new customers, improving outreach, customizing sales decks, and increasing our speed to market. We are also embracing great audio AI tools such as Benztown’s Spec AI for the development of spec radio spots, as well as looking at optimization tools to maximize the effectiveness of our digital sales programs.

On the content side, AI can be useful in personalizing content. We are using Waymark’s AI platform for video creation, which is designed to help broadcasters create high-quality video content quickly and easily. We’re also using some AI tools/plugins to assist with quality control on our written content, checking for plagiarism, suggesting SEO changes, grammar, content research, etc. In addition, we are using Futuri’s AI capabilities for digital content offerings.

As far as challenges go, there are concerns around the ethical and legal implications of using synthetic or hybrid voices, and broadcasters need to be aware of these issues before implementing such technologies. The biggest questions about using AI stem around how to integrate the technology into stations’ existing workflows, how to ensure that the technology is used ethically and responsibly, and how to use it to maximize efficiency. They also need to be aware of some of the pitfalls of AI and take steps to mitigate them.



**6**  
**GINNY HUBBARD**

**Chair/CEO  
Hubbard Radio  
2023 Rank: 5**

**YEARS ON LIST: 16**

Great legacies come with great responsibility, something Ginny Hubbard knows all too well. A third-generation broadcaster, she leads the company that her grandfather, Stanley E. Hubbard, founded in 1923. Hubbard has 54 stations in 10 markets, and WTOP-FM/ Washington, D.C., remains the top-billing station in the United States.

Hubbard’s excellent leadership and strong involvement in the industry, including a stint as the Chair of the NAB Radio Board and current service on the boards of BMI, the Library of American Broadcasting, and the Executive Committee, have earned her a place (for the past 16 years) on this list as well as a long tenure as one of the Most Influential Women in Radio

**What is going on right now within your company that you are most excited about?**

There is much to celebrate at Hubbard Radio: our great morning drive and afternoon drive shows continue to perform well in Nielsen and get great listener engagement and results for our clients. The growth of our digital agency, 2060 Digital, remains positive, and our podcasting initiatives in various of our markets are bearing fruit in terms of growing audiences, revenue, and profit for the company.

**The radio industry united in the effort to keep AM radio in dashboards. How can industry leaders continue to work together to ensure radio’s future?**

The single largest thing the industry can do to ensure our future is continue to superserve our local communities with outstanding content. Beyond how we serve our audiences and clients, we need to continue to collaborate with the NAB and the RAB to ensure we are well represented in D.C. and with the advertising community.

**How is AI impacting your radio stations? What challenges and/or opportunities have arisen that have surprised you about it?**

In a meeting on AI earlier this week I was reminded that “there are ditches on both sides of the road,” and when it comes to AI, there could be no truer statement. We continue to evaluate the use of AI and deploy it within the company only after much review to ensure we can maintain copyright protections for both the company and our clients, as well as making sure that we act responsibly in other ways.

So far, our use has been minimal, and we have no current plans to use AI in any “on the air” implementation. We are watching and learning as the marketplace continues to develop and mature.

7

## BILL WILSON

President/CEO  
Townsquare Media  
2023 Rank: 6

YEARS ON LIST: 7

Bill Wilson joined Townsquare Media in 2010 as co-CEO after nine years at AOL, where he served as President. Wilson has been instrumental in leading Townsquare's mission to be a "Digital First Local Media Company," which is succeeding — more than half of the company's revenue and profit has come from its digital product for the past two years.

#### What is going on right now within your company that you are most excited about?

Townsquare is always evolving. We create opportunities, and we overcome challenges — it's the Townsquare Way. I am proud that the Townsquare team has built a strong digital growth engine that delivers over 50% of our company's revenue and profit while continuing to provide best-in-class local radio. Our team has evolved and transformed into a "Digital First Local Media Company" that is truly distinguished from our local media peers, with a world-class team and a unique and differentiated strategy, assets, platforms, and solutions.

#### How can industry leaders continue to work together to ensure radio's future?

From an audience perspective, radio fills a major void of local information in small and mid-sized markets across the United States that has arisen due to the dwindling of local news sources. From an operator perspective, radio generates significant cash flow,



which allows us to invest in higher growth opportunities — which for Townsquare, is our digital growth engine.

Although we don't believe radio is a growth business, we are confident in the future and longevity of local radio, and I believe that radio's future is unquestionable as long as radio operators continue to provide high-quality local news, information, and entertainment.

#### How is AI impacting your radio stations? What challenges and/or opportunities have arisen that have surprised you about it?

I could not be more excited about its potential applications in our business. Today we are already using AI across our company, not just in radio, but also, importantly, operationally across our digital platforms. We are leveraging artificial intelligence for everything — creative campaigns, insights into best-in-class campaign performance, team training and feedback, recruiting, etc. — actually, way too many areas to note them all.

And, I believe, fast-forward just six months, and the use of AI by our team will be meaningfully greater.

8

ROB BABIN

EVP/Radio  
Cox Media Group  
2023 rank: 8

YEARS ON LIST: 4

Cox Media Group Radio Executive VP Rob Babin rose to the role after being appointed SVP/Radio at the start of 2021, putting him in the driver’s seat for 65 radio stations across 11 markets including Atlanta, Tampa, San Antonio, Miami-Fort Lauderdale, and Jacksonville. His experience includes roles as VP/Market Manager for CMG in Atlanta and Athens, Georgia, and before that, its Miami stations, and as General Sales Manager for WWKA (K92) in Orlando. He’s been in radio for a quarter century.

**What is going on right now within your company that you are most excited about?**

What gets me most excited is our people and the results of their commitment and hard work. The past couple of years have been challenging for our industry, yet the CMG Radio team continues to lead the field in revenue and audience development.

I’m also really excited about a program we’ve developed to hire and coach new sales professionals, and enhance the value we provide our clients.

**The radio industry united in the effort to keep AM radio in dashboards. How can industry leaders continue to work together to ensure radio’s future?**

We must continue to lobby and air the NAB’s PSA campaign urging constituents to contact



their congressional leaders about the importance of radio until the AM Radio for Every Vehicle bill is successfully passed. There’s also a huge opportunity to remind people about the value and impact of what we all do.

More than 100 years after its inception, radio is America’s No. 1 reach medium, which is incredible. We’re also often the only source for

news, traffic, weather, or emergency information. What we do matters and has tremendous impact and meaning.



9

## ALFRED LIGGINS

President/CEO

Urban One

2023 Rank: 7

YEARS ON LIST: 26

Alfred Liggins isn't just among the 10 most powerful people in radio, the CEO of Urban One has also graced the Top 40 for 26 years, a testament to the business that his mother, Cathy Hughes, founded in 1980 and that Liggins joined in 1985; he became its CEO in 1997.

During his time at Urban One, Liggins has overseen the growth and rebranding of the company as it grew into a media empire that includes 57 radio stations in 13 markets; Reach One, a national syndication network; cable networks; and a digital media division.

More recently, Liggins has steered the company through some challenges, including the threat of Nasdaq delisting. In June, the company announced that it had resolved its compliance issues with Nasdaq and would continue to be traded on the exchange. Urban One also continues to pursue additional acquisition opportunities.



# 10

## JESUS LARA

President/Local Media  
 TelevisaUnivision  
 2023 Ranking: 12  
 YEARS ON LIST: 8

With the retirement of Diane Kniewski in 2023, Jesus Lara was promoted to a role that “significantly expands” his scope of responsibility for TelevisaUnivision’s cross-platform audio strategy, including the Uforia Audio Network. Lara, who also leads the local television station group, has been with the company since January 2017. He previously served as EVP of Digital Media Strategy at Spanish Broadcasting System, and before that, Lara was at Viacom International Media Networks as SVP/Music Programming, Marketing, and Talent Strategy for MTV Internacional.

### What is going on right now within your company that you are most excited about?

We are thrilled to continue being at the epicenter of Hispanic culture and the growth of the Hispanic marketplace. There have been strategic investments in data and technology, and this enables us to develop sophisticated platforms that can precisely target and engage the Hispanic audience at the right time.

In addition, we continue empowering our community with different educational programs, events, and partnerships that help us elevate their voice and showcase Hispanic culture.

### The radio industry united in the effort to keep AM radio in dashboards. How can industry leaders continue to work together to ensure radio’s future?

The success of the effort to keep AM radio in car dashboards was driven not only by the collective efforts of broadcasters across the country, but was significantly managed and led by

the NAB. That leadership and focus were the decisive factors in ensuring that AM radio remains protected. If AM radio had gone away, FM would have been the next to be questioned.

### How is AI impacting your radio stations? What challenges and/or opportunities have arisen that have surprised you about it?

AI presents exciting opportunities and significant challenges for our radio stations, so we must approach its integration thoughtfully and strategically. The influence of AI extends across multiple dimensions, and one of the primary benefits AI presents is the potential to drive production efficiencies. This scenario requires us to carefully consider the balance between leveraging AI for efficiency and maintaining the human touch that is essential to radio’s unique value proposition.

We are currently experimenting with AI and are optimistic about having market-ready solutions available for our programs and partners before the end of the year.

11

**BOB PROFFITT**

President/CEO  
Alpha Media  
2023 Ranking: 13

YEARS ON LIST: 8

In April 2014, Alpha Media was born from the merger of Alpha Broadcasting's six Portland, Oregon, radio stations and L&L Broadcasting, owner of 43 stations across seven markets. It immediately added 19 stations in four markets through the purchase of Main Line Broadcasting. With those moves, L&L CEO Bob Proffitt kept those duties for the newly created Alpha Media — a role he continues to hold today.

**What is going on right now within your company that you are most excited about?**

I'm most excited about the transformation we're undergoing in many of our markets from the traditional ways of operating stations and managing our teams. Technological advances are making



it easier to identify more operating efficiencies, which are necessary given all of the macroeconomic factors the industry has faced in recent years that have impacted revenue.

This ranges from the COVID-19 pandemic and high interest rates to unexpected wars, political divisiveness, increased competition from "Big Tech," a lack of industry deregulation, and so on. The list

is long. We're finding new ways to utilize many of Alpha's most talented team members, and we continue to engage our listeners, advertisers, and communities in very positive ways.

**The radio industry united in the effort to keep AM radio in dashboards. How can industry leaders continue to work together to ensure radio's future?**

The industry's unified response in ensuring AM doesn't disappear from automobile dashboards has been impressive. It's a prime example of what the industry can accomplish when everyone pulls in the same direction.

This level of cooperation will lead to industry leaders wanting to work together on other issues impacting radio's future, and we are at a time when we must. It serves all of us well, regardless of company size, when we can agree on the importance of unified advocacy and lobbying on matters of importance.

*congratulations*  
**BOB**

**ON BEING NAMED ONE OF THE TOP 40 MOST POWERFUL PEOPLE IN RADIO**



**ALPHAMEDIA**  
ON-AIR . ON-SITE . ON-DEMAND





12

DAVE SANTRELLA

Chief Executive Officer  
Salem Media Group  
2023 Ranking: 11  
YEARS ON LIST: 4



Windy City native Dave Santrella began his career in radio in April 1982 as a promotions assistant for NBC Radio’s Country WMAQ-AM in Chicago. He later served as General Sales Manager for all-News WBBM-AM under CBS Radio, and in August 2001, he joined Salem Media Group to serve as its Chicago GM. He rose through the ranks and became Salem’s CEO in January 2022.

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(Santrella, cont'd)

**What is going on right now within your company that you are most excited about?**

Salem has introduced many new platforms for content, always within the genres Salem is known for. It's rewarding to see these new platforms growing in both audience size and revenue contribution.

**How is AI impacting your radio stations? What challenges and/or opportunities have arisen that have surprised you about it?**

AI reminds me of what they used to say about the internet several years ago when radio stations first started to dabble in digital. "It's a great playground, but you just can't make money in it." We have all learned how to make money with digital these days, and those who choose not to do so do that at their own peril.

So it goes for AI, which offers a multitude of opportunities for our industry, our listeners, and our clients. From predictive tools for music programming, to lead generation and prospecting to lead-gathering, AI will help. It will require a decent amount of trial and error, and my guess is there will be a few AI opportunities that will seem big on the front end and then quickly evaporate. It will also require a great deal of oversight, at least initially.

I am excited about what AI will mean to Salem, but I want to "read a few other folks' putts" before we jump into the deep end.



## 13 CURTIS LEGEYT

President/CEO  
National Association of Broadcasters

2023 Rank: 18

YEARS ON LIST: 3

When he took charge at the NAB three years ago, it would have been difficult to guess that AM radio would create a defining moment for Curtis LeGeyt. LeGeyt's last year has been nothing short of impressive: uniting both broadcasters and a bitterly divided Capitol Hill, all while fending off an increasingly regulatory FCC and outside forces that would wish to see the end of trustworthy information for American consumers. It is for those reasons that *Radio Ink* named LeGeyt our 2024 Executive of the Year back in January, and for those reasons he has advanced five positions on this list.

**What is going on right now within your company that you are most excited about?**

Advocacy-wise, we have made great strides in an extremely challenging — some might even say historically challenging — political environment. The way industry, public, and congressional support for the AM Radio for Every Vehicle Act has rallied together has been inspiring and very energizing. At a moment of real and potentially transformative change for local content, especially local journalism, radio has never been more important, and we are committed to staying at the forefront of that fight.

**From your vantage point, how do you see AI impacting the industry?**

We have seen the harm inflicted on local broadcasters and our audiences by the large tech companies whose market power allows them to monetize our local content while siphoning away local ad dollars.

At the same time, where these technologies can enable significant operational efficiencies that enhance our localism or better enable our employees to focus their time on serving our communities, broadcasters welcome it.

14

HARTLEY ADKINS

President, Markets Group  
iHeartMedia

NEW TO LIST

In 2019, *Radio Ink* honored iHeartMedia’s Hartley Adkins by ranking him No. 14 on our Radio’s Top 20 Leaders list. Fast-forward to 2024, and Adkins makes his Top 40 debut — also at No. 14. Adkins, who is a past NAB Executive Board Member and a past chair of the RAB, began his career with iHeartMedia (then Clear Channel) over 30 years ago and now heads up iHeart’s Markets Group.

In December of last year, iHeartMedia announced that the Markets Group would undergo “a leadership realignment,” resulting in the appointment of five new Division Presidents, all reporting to Adkins. His long career in and commitment to radio, combined with his expanding role at the largest radio group in the country, earned him a place on this year’s Most Powerful list.

**What is going on right now within your company that you are most excited about?**

My answer is always the same for this question: I am most excited about the people! At iHeart we genuinely have superstars in virtually every role who make everything we have accomplished possible — our team genuinely embraces our incredible brands and believes in our ability to lead from the front and modernize.

They’re the reason iHeartMedia is the number one audio company in America, reaching 9 in 10 Americans monthly, with broader reach than the biggest broadcast TV or cable network, as well as ad-enabled Spotify and ad-enabled Pandora.

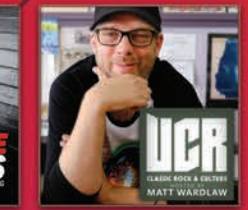


“Our team genuinely embraces our incredible brands and believes in our ability to lead from the front and modernize.”

# COUNTRY



# ROCK



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CONGRATULATIONS  
TO THE TOP 40!

WE APPRECIATE YOUR  
LEADERSHIP.



# 15

## SUSAN LARKIN

COO

Audacy

2023 Rank: 15

YEARS ON LIST: 5

A highly respected industry veteran who in 2020 became Audacy's Chief Operating Officer, Larkin was also honored with a 2023 Gracies Leadership Award in October. She is a regular on our Most Influential Women in Radio list, and is a current member of and past chair of the Radio Advertising Bureau board.

**The radio industry united in the effort to keep AM radio in dashboards. How can industry leaders continue to work together to ensure radio's future?**

Radio works. The power of radio is its ability to serve both listeners and advertisers at the highest level. We have been working with the RAB, Nielsen, and our industry counterparts to advocate and educate at the highest levels on two important facts: radio's reach is unmatched, and radio serves a unique and vital purpose.

I have personally been engaged with my colleagues and our CEOs across the industry to take advantage of this opportunity for real impact.

The things that make radio great are also what other mediums can't match at scale. We all know how important audio and radio are to consumers. Ninety-six percent of people 12+ listen to audio daily, and a vast majority of that listening is on radio. We reach more people than all forms of TV and app or web use. Our metrics constantly tell us that what we do helps bring people together, comforts them in times of crisis or uncertainty, and is part of millions of daily rituals.



“Radio’s reach is unmatched, and radio serves a unique and vital purpose.”

16

RAÚL ALARCÓN

Chairman/CEO/President  
Spanish Broadcasting System

2023 Ranking: 16

YEARS ON LIST: 26

In 1983, Raúl Alarcón, Jr. followed in his broadcaster father’s footsteps as he agreed to acquire WVNJ-AM in Secaucus, New Jersey. This served as the foundation for what is today known as Spanish Broadcasting System, a radio station owner with properties in such markets as Miami, New York, Los Angeles, Chicago, and San Francisco, and a Houston property on the way. In February, Alarcón added the title of President to his Chairman/CEO role, and he is once again involved in the day-to-day operations of SBS following executive leadership changes over the last year.

**What is going on right now within your company that you are most excited about?**

There are many exciting initiatives being implemented at SBS at the moment. At the top of the list is the curation, adaptation, and migration of all of our talent-based content to our digital platform, LaMúsica, as well as to all social media networks and digital content distribution platforms.

This is part of our “DAVid Initiative,” and we’re rolling it out in all of our markets, beginning with New York. We’re confident of the popularity of this content among a varied and diverse global audience. Additionally, we’re looking forward to the upcoming debut of our Houston station as an exciting alternative for the Hispanic population of the nation’s third-largest Spanish-speaking metropolis.



**The radio industry united in the effort to keep AM radio in dashboards. How can industry leaders continue to work together to ensure radio’s future?**

This is a matter of enormous significance for the future viability of our industry as well as a direct attack against the foundational tenet mandating the use of the nation’s airwaves in service of the public interest. All radio broadcasters should immediately join together in coordinating a massive over-the-air public outcry informing the citizenry of how and why their free radio airwaves must continue to be available on the dashboards of every car allowed on America’s roads.

I would further propose that every radio broadcaster contribute a significant dollar amount and unlimited airtime to the creation, production, and distribution of this promotional campaign as well as to the funding of lobbying efforts necessary to ensure its legislative success.

**How is AI impacting your radio stations? What challenges and/or opportunities have arisen that have surprised you about it?**

So far, AI has proven to be a godsend in terms of eliminating wasted time and effort in the production and editing of our audio content.

**CONGRATS!**

TO OUR CHAIRMAN

**RAÚL ALARCÓN**

AND TO ALL  
TOP 40 MOST POWERFUL  
PEOPLE IN RADIO  
HONOREES



SPANISH BROADCASTING SYSTEM



17

CHRIS FORGY

CEO

Saga Communications

2023 Rank: 19

YEARS ON LIST: 2

Entering his second year in the Top 40, Saga CEO Chris Forgy continues to steer the company Ed Christian founded in 1986, moving two positions to No. 17 on our list. Over the past year, Saga announced the acquisition of five Lafayette, Indiana, stations and one FM translator from Neuhoff Media. In addition, Forgy was recently elected to the board of the Broadcasters Foundation of America.



**What is going on right now within your company that you are most excited about?**

We use a Latin phrase at Saga: “Finis, origine pendet” or “The end hangs on the beginning.”

Everything we do today is done with the end, or tomorrow, in mind. When we began this journey of transformational growth, we dialed into four distinct areas of focus: people, products, processes, and perceptions. Recently, we tallied the number of data

points in each of these categories that were not present 18 months ago. They totaled 37! That’s why we refer to Saga’s growth as transformational.

**How is AI impacting your radio stations? What challenges and/or opportunities have arisen that have surprised you about it?**

AI won’t replace our personalities and employees; it’s a tool to enhance already existing talent. We are developing custom AI tools for our on-air personnel and for our media advisors.

We use AI in a few markets to breach the language barrier, where a market is underserved: An all-Spanish-language format on an HD2 channel or on a translator has an English-speaking voicetracker record the air shift — hit a button and the on-air show is translated into Espanol. Amazing!

**Thank You!!**

To the Saga Corporate team and our market leaders for embracing and executing the transformational change we have been going through for the past 18 months!

To the 842 Saga employees for ALL that you do...  
And then Some!

To the customers who put the steam in the Saga engine.

All of you are WHY we do what we do...  
every single day!

Thanks for being

**G.R.E.A.T!**

Gratitude • Respect • Enthusiasm • Accountability • Teamwork

18

TANYA VEA

President/COO  
Bonneville International

NEW TO LIST

Tanya Vea took the helm at Bonneville International last summer, succeeding Darrell Brown, who had held the top spot for 10 years. After a successful career in television news and public relations, Vea joined Bonneville in 2010 as Vice President of Program Development and most recently served as Executive Vice President of Content and Media Operations, managing content strategy across all Bonneville

markets. Vea is credited with spearheading many of the company's digital initiatives, including KSL-TV's streaming app; securing exclusive streaming rights with Real Salt Lake; and establishing a podcast partnership with Amazon Music.

**What is going on right now within your company that you are most excited about?**

Bonneville is focused on meeting our listeners wherever they are. It can feel daunting, but it's also exciting to be pioneering the next generation of media. There's a quote I love: "The secret of change is to focus all your energy not on fighting the old, but on building the new."

As a company with a 100-year-long history, evolving is part of our DNA, and you can feel the energy



from our staff as they embrace new technologies and ways of reaching audiences. We now produce content across multiple content verticals. Audiences and advertisers are moving between all of these, and we want and need our brands to move with them across the modern media ecosystem.



CONGRATULATIONS,  
TANYA VEA!

BONNEVILLE INTERNATIONAL PROUDLY CELEBRATES OUR PRESIDENT, TANYA VEA, FOR BEING NAMED ONE OF RADIO INK'S MOST POWERFUL PEOPLE IN RADIO.

YOUR INNOVATIVE LEADERSHIP, COMMITMENT TO EXCELLENCE, AND VISION FOR THE FUTURE MOTIVATE US ALL.



BONNEVILLE  
INTERNATIONAL  
TRUSTED VOICES



FOR THE PAST **14 YEARS**, WE'VE  
KEPT OUR STRATEGY **THE SAME**  
**LIVE AND LOCAL.**

**CELEBRATING OUR LOCAL LEADERSHIP AND THE COMMUNITIES THEY SERVE AS  
THEY STRIVE TO BE THE #1 LOCAL MEDIA COMPANY IN EACH OF THEIR CITIES.**

A'Lisa Denny • Allyson Hillman • Amanda Cloud • Amanda Steiner • Amy Bloxom • Bart Taylor • Brad Dubow • Brent Lyon • Brian Lang  
Chad Jacobs • Christine Sieks • Christopher Sanchez • Dakota Woods • David DuBose • David Engberg • Jason Finkelberg • Jason Vidmar • Jeff Luckoff  
Jeff Robb • John Dileo • Jon Ingram • Julie Martin • Karen Gallagher • Kathy Arias • Kevin O'Rorke • Kristine Sikkema • LaDonne Craig • Laura Lawrence  
Leslie Hill • Lisa Arth • Liz Walterhouse • Mark Plimpton • Mark Stachowski • Mary Beth Walsh • Mary Fork • Mary Niemeyer • Mason Benitez • Melissa Rivera  
Mike Fabian • Mike Owens • Mike Pettis • Mike Ruble • Mike Sutton • Nik Krastins • Pam Begnaud • Peter Barry • Ron Korb  
Russell Lawson • Sandra Crain • Sarah Dobbins • Scott Richman • Shannon Knoepke • Suzy Chiaramonte  
Terry Peters • Tom McCarthy • Tom Preble • Tracy Hanks • Tracy Picente

**townsquare**

19 (Tie)

ERIK HELLUM

COO/Local Media

Townsquare Media

2023 Rank: 17

YEARS ON LIST: 12

Having previously served as GapWest Broadcasting's President, Erik Hellum has been with Townsquare Media since its 2010 rebirth from what was once Regent Communications. Hellum manages the company's 350 radio stations — the third-largest group in America — and the digital marketing services that now account for the majority of Townsquare's revenue and profit.

#### What is going on right now within your company that you are most excited about?

Seventy percent-plus of all ad dollars are now digital, so to compete, a company needs a full suite of digital products to help clients build their marketing campaigns and get results. We have not only built that full suite, we have a very talented and well-trained team that knows how to sell and execute a results-based digital campaign.

#### How is AI impacting your stations? What challenges and opportunities have surprised you so far?

The rise of AI-written content has turned into competition for our local digital content. But we leverage our greatest asset — our great local personalities — to battle this subpar competition.

Our radio sales teams leverage AI tools for customer insights using geolocation and audience tools to identify opportunities to meet our clients' needs and grow their



business. Our creative services team leverages Townsquare's proprietary AI tools for AI-generated digital ads.

# 19 (Tie)

## STU ROSENSTEIN

CFO

Townsquare

2023 Rank: 17

YEARS ON LIST: 12

Townsquare co-founder Stu Rosenstein continues to steer the finances of the eight-largest U.S. radio group (by revenue) in the country. With 353 stations in 42 markets and increasing digital investments, this is no small feat. It has also earned him his 12th year in the Top 40.

### What is going on right now within your company that you are most excited about?

In 2024 we are building financial and operational momentum, outperforming our competitors and gaining market share, largely due to our local focus and our digital platform.

As Chief Financial Officer, I'm always proud and excited to share the strong cash-generation characteristics of our mature cash-cow broadcast advertising platform and our growing, profitable digital platform, which allows us the ability to simultaneously invest in our digital growth engine, reward our shareholders with a high-yielding dividend, and strategically take advantage of accretive opportunities as they arise — from the Cherry Creek Radio acquisition in June 2022 to the large share buybacks we executed over the past three years.

### How is AI impacting your radio stations? What challenges and/or opportunities have arisen that have surprised you about it?

AI is an incredibly exciting tool that we are only in the early stages



of deploying. At Townsquare, we are hyper-focused on keeping our business local and relevant to the small and mid-sized communities we operate in. We don't expect or plan for AI to replace the human element at Townsquare, but we are instead finding ways to use AI to make the jobs of our employees easier and more efficient.

For example, we are using AI to complete background research to create profiles on new advertisers, and to help with creative for advertising campaigns, both of which free up time for our employees.



# 20

## MARK GRAY

Katz Media Group

Years on List: 14

2023 RANK: 21

Mark Gray ascended to the leadership of the entire Katz Media organization in 2017 after serving as President of Katz Radio Group for 11 years. Outside of his responsibilities to bring national advertisers to more than 4,000 radio stations and 800 TV stations, he plays an active role in the industry on the RAB and Broadcasters Foundation of America boards.

### What is going on right now within your company that you are most excited about?

We are most excited about our expanding business development efforts as well as our investment in technology. Our Business Development Team continues to advocate and evangelize radio's strengths and the results that radio delivers. Our technology investment continues to provide the best-in-class systems that remain focused on improving the buying process.

As we head into the back half of the year, we are also excited about radio's opportunities in the political advertising market. With a significant influx of political advertising dollars expected, it has been particularly important for our team to stay close to the political agencies while keeping an eye on the campaigns and important issues. As a major player in political ad sales, we have carefully positioned ourselves to bring that knowledge along with our leading technology, extensive data, and research insights.

**21**  
**FRANK**  
**LÓPEZ-BALBOA**

EVP/CFO

Cumulus Media

2023 Rank: 20

YEARS ON LIST: 3

Frank López-Balboa joined the Top 40 list in 2022, two years after he took the role of EVP/CFO at Cumulus Media. While López-Balboa came to Cumulus well prepared for his new role (his resume included time as EVP/CFO at Univision and two decades at Goldman Sachs), he had some unique challenges, including a start date at the beginning of the pandemic as well as the ongoing work of directing Cumulus’s finances after a 2018 Chapter 11 filing.

**What is going on right now within your company that you are most excited about?**

I am very pleased with the successful refinancing of essentially our entire capital structure. Through the completion of our recent exchange transaction, we secured five-year

maturities with very favorable terms, which we supplemented with the extension and upsizing of our ABL facility upside and extension.

This fortification of our balance sheet addressed our 2026 maturity wall and has given us considerable additional runway with which to continue executing against our strategic, operational, and financial

priorities. This includes accelerating our ongoing digital growth through ongoing investment; reducing fixed costs to further enhance our operating leverage (having already cut more than \$120 million over the last four years), which will greatly benefit us as broadcast radio demand improves; and continuing to reduce debt to delever.





22

## JULIE TALBOTT

President

Premiere Networks

2023 Ranking: 23

YEARS ON LIST: 14

Julie Talbott oversees iHeartMedia-owned Premiere Networks' syndicated radio programs and services, including Total Traffic & Weather Network. She's been in her role for a decade and has been associated with Premiere for 15 years, since she joined as SVP/Integrated Marketing Solutions. She began her career in advertising at BBDO.

**What is going on right now within your company that you are most excited about?**

I'm excited about the mindset our team has adopted to continue evolving the way we do business and develop creative solutions. We know the world is ever-changing and so is our industry, so how do we best approach our business? I'm so proud that our team is unafraid to think differently and constantly innovate to give every opportunity or idea the chance to succeed.

**The radio industry united in the effort to keep AM radio in dashboards. How can industry leaders continue to work together to ensure radio's future?**

The competitive spirit is great for business, but when we face a challenge as an industry, a united approach is always better. I'd love to see a yearly gathering beyond the traditional conferences and conventions where our top executives

and company leaders specifically discuss overall industry challenges and find solutions that benefit us all.

**How is AI impacting your radio stations? What challenges and/or opportunities have arisen that have surprised you about it?**

If we don't try to use it, we'll never know the potential benefits. I've asked everyone in our division to find a use for AI, and we've discovered some positive ways to use it as a tool for initiating writing projects, organization, and research.

Our expectations have been in line with what AI can accomplish — it's a job-enhancement tool, not a replacement. The team hasn't been surprised by its limitations.



23

CARL PARMER

Chairman & CEO

SummitMedia

2023 Ranking: 22

YEARS ON LIST: 10

2024 marks a significant achievement for SummitMedia's Carl Parmer: he's been in the Top 40 for a full decade. Parmer's leadership has proven to be multifaceted; during his tenure, he led two major acquisitions, including 27 stations from Cox Media Group in 2013 and 19 stations from the E.W. Scripps Company in 2018, greatly expanding SummitMedia's reach. He is also noted for his commitment to providing locally relevant content to the audiences of his mid-market stations while also expanding the company's digital offerings.

In 2023 SummitMedia sold Birmingham's WENN-AM 1320 to Community Broadcasters of Alabama, but it continues to own and operate eight stations in that market, along with stations in Greenville, Honolulu,



Knoxville, Louisville, Omaha, Richmond, Springfield, and Wichita.

**What is going on right now within your company that you are most excited about? And how is AI impacting your radio stations?**

We are very excited to see how advances in technology can help our team better connect and engage with

our audience and clients. We ramped up our capital investment in 2019 to dramatically upgrade our systems to cloud-based protocols to insure maximum flexibility. Further, as AI becomes more refined, it will allow us to enhance those efforts.

**The radio industry united in the effort to keep AM radio in dashboards. How can industry leaders continue to work together to ensure radio's future?**

The industry would be well served to tell our story in a united, positive, manner — thus, the importance of our leaders aggressively communicating our collective strengths cannot be overstated.

The power of radio to connect to large audiences and impact behavior on behalf of clients is vastly undervalued today. It is hard to believe we reach 90%-plus of the country per week and account for 2/3 of all audio, yet are perceived as not being a must-buy for agencies and businesses.

CONGRATULATIONS TO EVERYONE SELECTED AS RADIO INK'S 40 MOST POWERFUL PEOPLE IN RADIO

FROM YOUR FRIENDS AT SUMMITMEDIA



**24**  
**CHRISTINE**  
**TRAVAGLINI**

President  
Katz Media Group  
2023 Ranking: 24

YEARS ON LIST: 6

Christine Travaglini leads one of the largest national ad sales representation firms in the U.S. She rose to the role after serving as President of Christal Radio, a division within Katz, and before that as SVP/General Sales Manager. Travaglini started her career with Katz as an



Atlanta-based sales assistant and was the first person to rise from that role to division president within the organization.

**What is going on right now within your company that you are most excited about?**

Katz is laser-focused on addressing current misperceptions about radio among the agency and advertiser community, and it is making a difference. Our team is very focused on deepening our relationships with agencies and advertisers to deliver more revenue to our broadcast partners with creative audio-based solutions.

The investment we have made in research, attribution methodology, and technology is giving Katz the ability to provide proof of performance in near-real time, which will make a positive difference in budgets for future campaigns.

Katz Media Group proudly celebrates **Christine Travaglini** for being recognized among Radio Ink's "Top 40 Most Powerful People in Radio."



Christine Travaglini  
President,  
Katz Radio Group

Your outstanding contributions to our industry and organization are truly inspiring!

Congratulations to all the 2024 "Top 40" honorees!

From Your Friends  
and Colleagues at



# 25

## JEFF LIBERMAN

President/COO  
Entravision  
Communications Corp.  
2023 Ranking: 26

YEARS ON LIST: 18

As President/COO of Entravision — which sees more than half of its revenue come from digital media initiatives and programmatic advertising platforms — Jeff Liberman oversees a company rooted in U.S. Hispanic radio and television station ownership. From May 2001 through his July 2012 promotion to COO, he served as President of Entravision’s radio division.

### What is going on right now within your company that you are most excited about?

For nearly 30 years, Entravision has been an industry leader by staying attuned to our customers’ needs. In response to evolving demands, especially during a pivotal political year for the Latino community, we’ve expanded our programming to better inform our consumers.

One key initiative was the introduction of new audio and social content to bolster our voter engagement campaign, “Poder Latino.” In addition, we placed a significant investment in local TV news. Our commitment to delivering relevant news and content remains a top priority.

### The radio industry united in the effort to keep AM radio in dashboards. How can industry leaders continue to work together to ensure radio’s future?

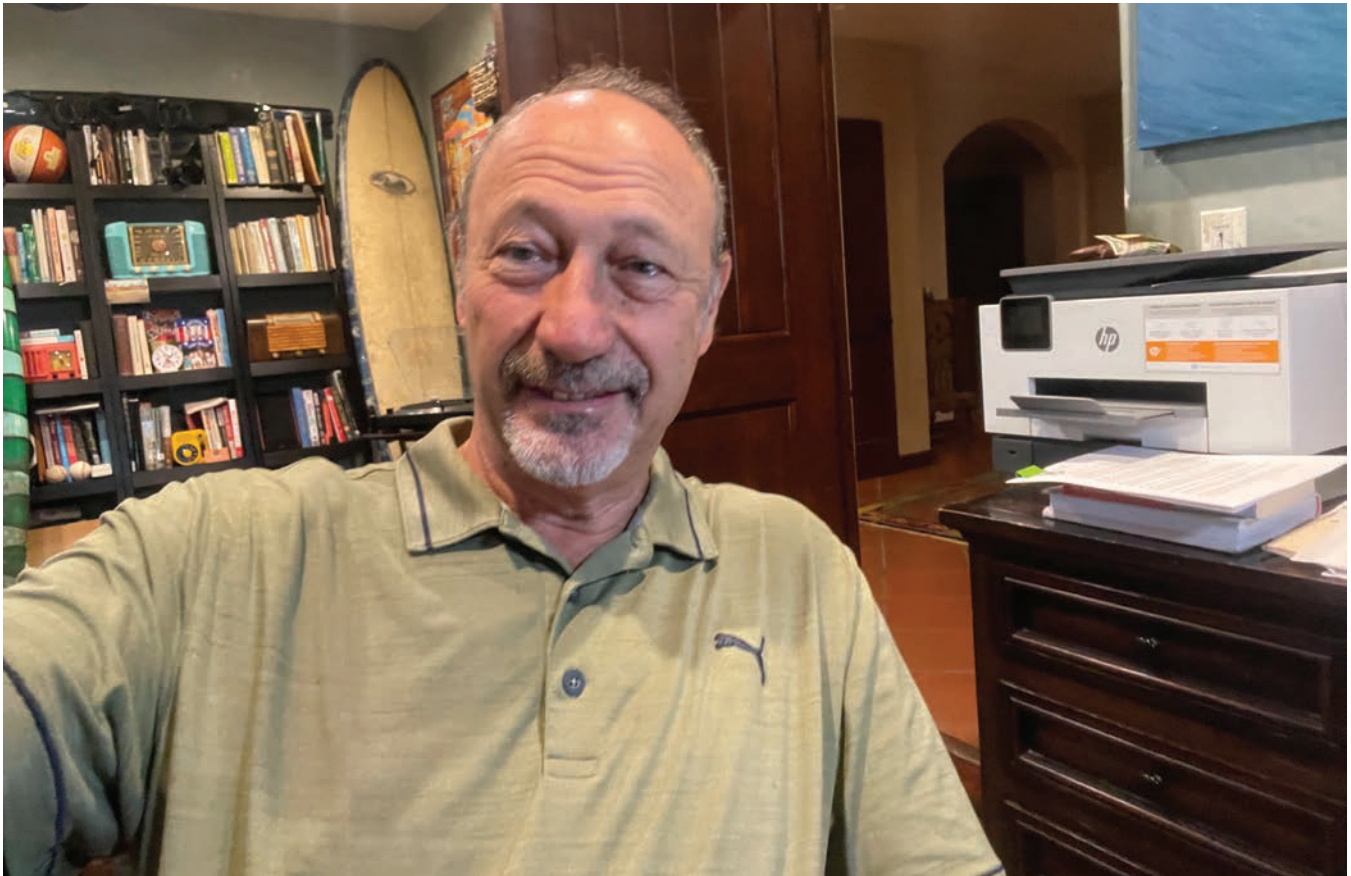
To secure the future of radio, industry leaders must collaborate on several key strategies. This includes working together to shape policies



and regulations that benefit the radio industry. Advocacy for fair licensing fees, digital royalties, and robust support for public radio are crucial for the industry’s sustainability.

### How is AI impacting your radio stations? What challenges and/or opportunities have arisen that have surprised you about it?

When it comes to Spanish-language content, generative AI is still in its developmental stages. Our radio brands and talent have thrived due to the credibility and authenticity they bring, fostering trust with both our audience and advertisers — something AI has yet to achieve. Nonetheless, our company is exploring various applications of AI.



26

JIM KALMENSON

President

Lotus Communications

2023 Rank: 29

YEARS ON LIST: 4

Jim Kalmenson continues to climb the Top 40 list, now ranking at 26. The president of Lotus Communications, which was started by his father, Howard A. Kalmenson, in 1962, oversees a group of stations operating in Arizona, California, Idaho, Nevada, and Washington.

This past year has seen Lotus expand its popular “La Ranchera” Hispanic brand in Sacramento with its purchase of Salem Media Group’s KSAC-FM. The company also made headlines when it changed the format

of Seattle’s KPLZ-FM to country, changing the brand of the former Star 101.5 to Hank FM.

#### What is going on right now within your company that you are most excited about?

I am excited by the strong bond of camaraderie that exists between all layers of our management team. Our corporate accounting and HR departments are admired by the local markets as great teammates. Additionally, I find it rewarding that our market managers regularly collaborate to bring ideas to the organization.

#### The radio industry united in the effort to keep AM radio in dashboards. How can industry leaders continue to work together to ensure radio’s future?

Perhaps this is a dream: could

the industry form an independent co-op to acquire Nielsen’s radio measurement division along with its fine leadership team, allowing the industry to provide ratings to its members at a financially sustainable rate for the long term?

In 1939, radio industry leaders came together to form BMI as a cost-containment strategy. Could the industry do it again and expand on the excellent efforts Nielsen has put forth to work together with the radio industry, such as the Audio Alliance?

#### How is AI impacting your radio stations? What challenges and/or opportunities have arisen that have surprised you about it?

AI has become a welcome brainstorming friend for all facets of the radio operations.

# 27 JEFF WARSHAW

President/CEO  
Connoisseur Media  
2023 Rank: 27  
YEARS ON LIST: 12

Connoisseur Media’s Jeff Warshaw has been on the Top 40 list since 2013, reflecting a long career in station ownership that began while he was a student at Wharton College of Business. An industry leader, Warshaw serves as the chair of the RAB’s Executive Committee. Previously, he served on the NAB board of directors and as Chairman of the Nielsen Audio Advisory Council.

**What is going on right now within your company that you are most excited about?**

I’m excited by our increasing ability to serve all our clients’ media and marketing needs. We’ve added more creative resources, PR, more event marketing capabilities, and increased



Jeff Warshaw with his wife, Wynter.

and enhanced digital products as well as a growing radio audience. We’ve invested in our radio stations, and the results are gratifying.

**The radio industry united in the effort to keep AM radio in dashboards. How can industry leaders continue to work together to ensure radio’s future?**

Radio needs deregulation. We are competing with massive digital

companies that are allowed to expand at will. The deck is stacked against us — the ownership rules are strangling the industry.

**How is AI impacting your radio stations? What challenges and/or opportunities have arisen that have surprised you about it?**

We are wading in cautiously on AI. Utilizing it mostly in spec spot production.



**Congratulations  
Jeff!**



28

## PETER KOSANN

Founder/CEO

Compass Media Networks

2023 Ranking: 32

YEARS ON LIST: 11

Peter Kosann, formerly Westwood One's CEO and a former COO of Connoisseur Media, launched Compass Media Networks in January 2009 with the mission of "providing outstanding representation and marketing services to the best brands and programs in national radio."

Some 15 1/2 years later, Compass remains a syndicated programming force for U.S. radio stations, with the *Free Beer and Hot Wings* show, one of its first offerings, today surrounded by a host of shows, sports, podcasts, and ad services.

#### What is going on right now within your company that you are most excited about?

In 2024, Compass Media Networks added some 2,000 affiliates by becoming the exclusive advertising representative of ABC Audio, and we extended marquee play-by-play sports agreements with the Cleveland Browns, Tampa Bay Buccaneers, Minnesota Vikings, and San Francisco 49ers NFL clubs. We also launched SPECai as a joint venture with Benztown and ENCO that offers our affiliates commercial spec production via AI scripts and voices along with licensed music beds.

We are also proud to see our *Free Beer and Hot Wings* show, *DeDe in the Morning*, and *Big D & Bubba* nominated for entry into the National Radio Hall of Fame.

**The radio industry united in the effort to keep AM radio in dashboards. How can industry leaders**



#### continue to work together to ensure radio's future?

The American consumer expects to be dazzled when they turn on the radio. We are here to ensure our affiliates have an endless portfolio of content and services that leap out of the speakers and win the hearts and minds of listeners. Bland is the enemy. The radio industry must sparkle in a sea of media choices.

# 29

## PETER TANZ

President/CEO  
 Midwest Communications  
 2023 Ranking: 30  
 YEARS ON LIST: 2

It's his second year on the list, and Midwest Communications' Peter Tanz has already moved up a notch from No. 30 to No. 29. After nearly four decades with the Wisconsin-based broadcaster, Tanz was appointed as successor to company founder Duke Wright in early 2023, overseeing 80 stations in 15 markets. Tanz has a strong history of industry leadership, currently serving on the NAB's Small & Medium Market Radio committee. He is also a past chair of the Michigan Association of Broadcasters and was recently inducted into the Michigan Broadcast Hall of Fame.

**What is going on right now within your company that you are most excited about?**

I'm excited to see us growing future broadcasting leaders, and I'm happy to report we continue to see smart, talented people making broadcasting their career choice — whether it be content creation, technical support, and even sales.

**The radio industry united in the effort to keep AM radio in dashboards. How can industry leaders continue to work together to ensure radio's future?**

Something that isn't getting much press: a significant number of new vehicles without HD Radio as standard equipment. A buyer shouldn't have to ask if their fully equipped 2023 Chevrolet Silverado has HD Radio in its dashboard



display. Walk around the lot during your next auto dealer broadcast, and you may be surprised at the number of new vehicles where HD has been quietly removed from the dashboard as standard equipment.

**How is AI impacting your radio stations? What challenges and/or opportunities have arisen that have surprised you about it?**

I'm an AI nut! Development is happening so quickly, and I'm encouraging our teams to

experiment. It will be a while before we settle on best practices, so I don't sign any long-term contracts for an AI service.

I strongly believe radio will always have a strong future when our creators focus on local communities. I appreciate the allure of AI voices crafting perfect content (and saving payroll), but people want to listen to and build a relationship with real humans who care about the same things they care about and who live where their audience lives.

30

## KEVIN GARRITY

CEO

Gen Media Partners

2023 Rank: 33

YEARS ON LIST: 5

Now in his sixth year in the Top 40, Kevin Garrity continues to move up the list, landing this year at No. 30. As CEO of the largest independent national radio ad sales representation organization in the U.S., Garrity and his team continue to not only generate revenue for their clients, but also educate brands and agencies about the power of radio advertising.

#### What is going on right now within your company that you are most excited about?

I am extremely excited about our vision and strategy for national sales representation. We firmly believe that we need to be a resource to stations beyond the traditional avail. We face some strong headwinds: the momentum that the largest groups in the business have in place for programmatic buying; the large inventory/investment deals; and the fact that the avails are like a melting ice cube.

Therefore, we need to be a sales force for today and the future, with the skills to sell beyond the traditional avail and create revenue for many of our independent broadcasters who now find themselves challenged by the issues of Nielsen and the race-to-the-bottom tactics of many of the larger groups in their markets.

We work closely with our stations and groups to be an extension of their local sales teams to create opportunities outside the avail bell. This is a hyper-focused targeted account sales strategy, talking to



decisionmakers that impact the spend in their region/state. It's a mindset change, but the discussions and targets center on using the power of the local radio stations to bring value to advertisers outside of a CPM or CPP.





# 31

## DON CURTIS

Chairman/CEO  
Curtis Media Group

NEW TO LIST

Don Curtis caught the media bug at an early age. He began his career at the age of 15, selling radio advertising to local businesses and eventually working as on-air talent. While still a college student, Curtis would enter the nascent cable television industry, eventually launching Cablevision, Inc. He would return to radio, however, in 1967, launching his first

station, WCSL. In 1968, Curtis Media Group was born.

For over 50 years Curtis has led and managed a thriving group of stations with formats that range from country to gospel to news to Spanish-language programming. Currently, Curtis Media operates 28 stations in three North Carolina markets. The company also operates news networks, including the North Carolina Network, the Southern Farm Network, and the Triangle Traffic Network.

Don Curtis has maintained strong involvement in industry leadership, including three decades of service as a director of the North Carolina Association of Broadcasters and stints as both Secretary-Treasurer

and President of the organization. In 2002, he was inducted into the North Carolina Broadcasters Hall of Fame, and, in 2015, he was presented with the Ward L. Quaal Leadership Award by the NAB.

Don Curtis' longevity in radio, ongoing broadcasting success, and outstanding service to the industry have earned him a position on the Top 40 list.

# 32 (Tie)

## TED CRUZ

U.S. Senate

NEW TO LIST

After graduating from Harvard Law School in 1995, Republican Senator Ted Cruz began a career in politics, serving as a policy advisor to President George W. Bush and the Solicitor General of Texas. Senator Cruz was elected to his current office in 2013.

Over the past 18 months, the future of AM radio in U.S. vehicles has become a significant legislative issue for broadcasters. Senator Cruz, along with Democratic Senator Ed Markey, demonstrated rare bipartisan cooperation by championing the “AM Radio for Every Vehicle Act,” which is still under consideration. The advocacy of these two senators on this critical issue has earned them a place on this year’s Top 40 list.

### What motivated you to spearhead a bipartisan effort to keep AM radio in vehicle dashboards?

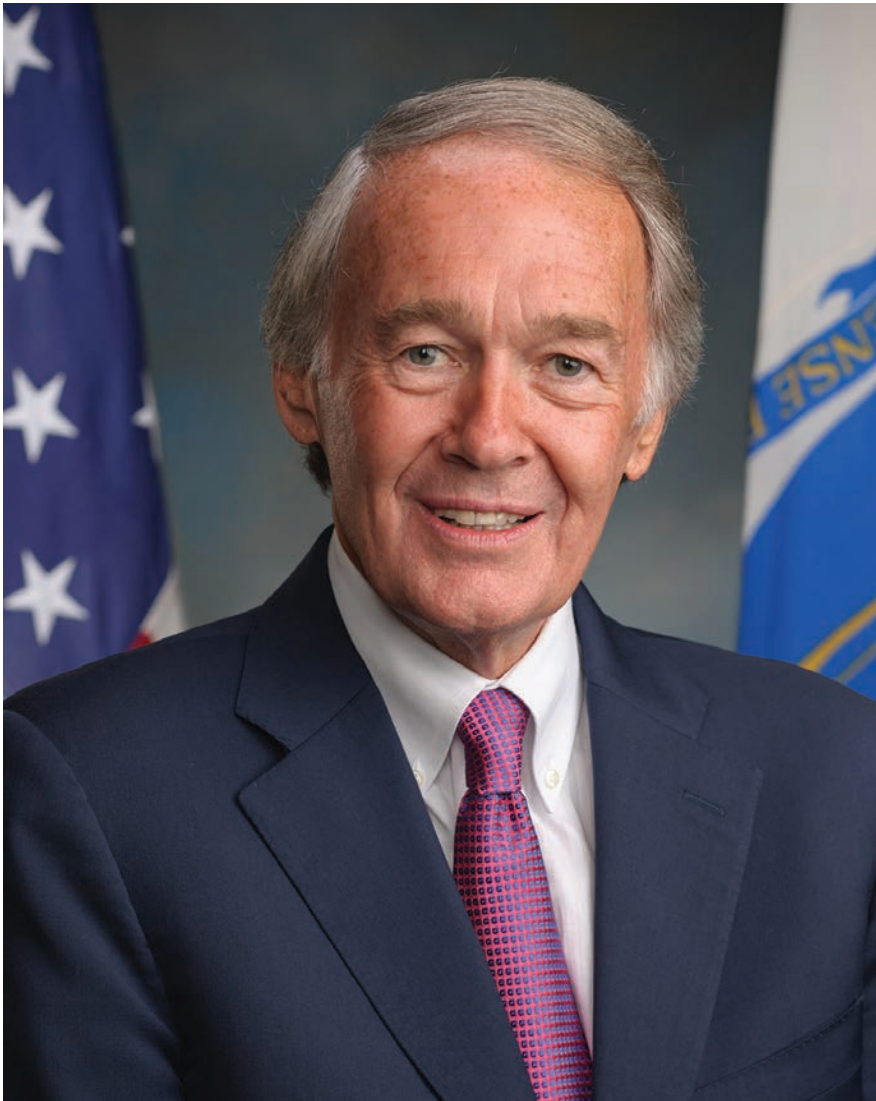
This bill is the right thing to do for the American people. Number one, in times of disaster, AM radio is the single most reliable medium for communicating about a natural disaster. Whether it is getting out of the way of a hurricane, tornado, fire, or any other disaster, AM radio is there to help people know where to go and how to keep their families alive.

AM radio is essential for rural America. For many farmers and ranchers, the only medium they can get is AM radio, and they rely on AM radio for weather reports, crop reports, news, sports, and entertainment.

Lastly, AM radio promotes a diversity of views because the barriers



to entry into AM radio are relatively low. An AM station is much cheaper to start and to operate, and as a consequence, we see a beautiful array of diversity of views reflected on AM radio nationally because AM radio is a haven for free speech. Whether you’re right-wing, left-wing, or have no wings at all, AM radio lets people speak and make their case.



“We are glad that our House colleagues recognize the importance of the ‘AM Radio for Every Vehicle Act,’ and look forward to working with our colleagues to enact this critical public safety legislation into law.”

– *Joint statement by Sens. Markey and Cruz, May 23, 2024*

bicameral “AM Radio for Every Vehicle Act” with Senator Ted Cruz because broadcast AM radio is as critical today as ever before. AM radio is an essential safety feature that federal and state authorities use to communicate with the public during emergencies and extreme weather events.

AM radio is also an important source of news, sports, and entertainment for 80 million listeners each month, serving Black, Brown, and immigrant communities across the country. At a time when the climate crisis is making extreme weather events more frequent and more severe, automakers must preserve this critical communication tool.

I am proud that over 300 members of the Senate and House have recognized the importance of broadcast AM radio and agreed to cosponsor the AM Radio for Every Vehicle Act. The message to the auto industry is clear: AM radio is popular, and it isn’t going anywhere.

# 32 (Tie)

## ED MARKEY

U.S. Senate

NEW TO LIST

After earning his law degree from Boston College Law School in 1972, Senator Ed Markey began a private law practice and launched a career in politics, serving as a Massachusetts state representative from 1973 to 1976, eventually entering the U.S. House of Representatives in 1976. In

2013, he was elected to the United States Senate.

In 2023, Markey, along with Texas Republican Ted Cruz, emerged as key supporters of the “AM Radio for Every Vehicle Act,” which as of this writing awaits a floor vote in both houses of Congress. It is their support for radio’s continued free and easy access in every car, truck, or van in the U.S. that places them on this year’s honor roll.

### What motivated you to spearhead a bipartisan effort to keep AM radio in vehicle dashboards?

I introduced the bipartisan,



33

JOE D'ANGELO

SVP/Broadcast Radio  
and Digital Audio  
Xperi

NEW TO LIST

Joe D'Angelo is the SVP of Broadcast Radio and Digital Audio at Xperi, overseeing the company's global broadcast radio business. A veteran of the radio technology industry, D'Angelo is committed to the use of technology not only in keeping radio in automobile dashboards, but also enhancing the listening experience of drivers and passengers.

Over the past year, our industry has come together to ensure continued

access to broadcast radio. D'Angelo's work plays a critical role in those efforts. For this reason, *Radio Ink's* editorial board unanimously selected Joe D'Angelo to join our list of radio's Most Powerful People.

#### What is going on right now within your company that you are most excited about?

Radio is always front-of-mind when it comes to what excites me at Xperi. The opportunity to create technologies that drive better user experiences around radio, especially as we continue to push and anchor radio in the vehicle dashboard.

I'm particularly excited about the multiple innovations to our technical infrastructure — i.e., content delivery, discovery, recommendation, and engagement — that are helping preserve and maintain radio's prominence in the car.

Over the last year, Xperi's DTS AutoStage and HD Radio continued to broaden the options and opportunities for radio to participate in the dash through expanding digital audio, video, and gaming features, as well as with new analytics that measure active in-vehicle listening to provide insights to broadcasters that are completely unique in our industry. This data is already helping broadcasters with programming choices, better listener engagement, and monetization.

Five years ago, there was concern about radio losing prominence in the dashboard, but today, as we continue to innovate our in-vehicle entertainment platform, radio's position goes from strength to strength.



“Staying open to new ideas and embracing change are keys to ensuring radio’s future.”

**What is going on right now within your organization that you are most excited about?**

At the RAB we are seeing a level of collaboration amongst industry partners and companies that is refreshing. We are working on new projects that consider the needs of all members and stations, which will bring critical resources together for the greater good of the business. I’m encouraged by the willingness to partner across all size groups and markets. It’s an approach that is good for radio, so it’s good for all.

**The radio industry united in the effort to keep AM radio in dashboards. How can industry leaders continue to work together to ensure radio’s future?**

We’re focused on the word *collaboration*; it’s truly been a time of economic reality bringing the team together. Our competition is no longer a radio station group across the street, but large tech companies that generate more in monthly revenue than we do annually.

Radio is so very important to the fabric of our local communities; we are a highly effective advertising medium in a multimedia world. As our industry embraces these realities, we also embrace the opportunities that await us. Staying open to new ideas and embracing change are keys to ensuring radio’s future.

**34**  
**MIKE HULVEY**

President/CEO  
Radio Advertising Bureau

NEW TO LIST

Mike Hulvey has been called a “radio lifer,” having started his career at the age of 14 and eventually become President and CEO of Neuhoff Media, overseeing stations in both Illinois and Indiana. In November of 2023, Hulvey was appointed the new President and CEO of the Radio Advertising Bureau after Erica Farber announced her planned departure.

35

STEVE JONES

President/CEO  
Skyview Networks  
2023 Rank: 37

YEARS ON LIST: 4

Steve Jones has been in the Top 40 for a total of four years. Two of those years were during his tenure at ABC News Radio, and he rejoined the list in 2023 as the President and CEO of Skyview Networks after taking its helm in 2019 and expanding its station relationships from 5,000 to over 12,500.

What is going on right now within your company that you are most



excited about?

Virtual meetings are standard, but they can't replace in-person

engagement. So, the Skyview team hit the road, getting in front of current and prospective buyers and sharing our excitement about radio's impact, powerful reach, and unique connection with listeners. We've held over 50 in-market meetings, engaging hundreds of advertisers across the country in major cities and remote towns. It's a meaningful financial investment, but we know it will generate very positive returns.

We've added more content by syndicating new DJ/influencers so that radio operators can access world-class talent, while customizing our shows locally to meet content and revenue objectives. Our technology team has been developing new benefits for clients of our proprietary ad technology software, resulting in greater efficiency and ROI.

**Congrats Steve!**  
Celebrating this year's  
**TOP 40**  
**MOST POWERFUL PEOPLE IN RADIO**  
for their strong leadership & innovative contributions to our industry.

Steve Jones - President & CEO

SKYVIEW NETWORKS  
skyviewnetworks.com

36

OTTO PADRON

President/CEO  
Meruelo Media  
2023 Ranking: 38

YEARS ON LIST: 6

Meruelo Media comprises a group of FM radio stations in Los Angeles and an unaffiliated broadcast TV station in the market, and it has certainly gained a national reputation for superserving Hispanic consumers while embracing total market audio brands such as longtime rock station KLOS. Padron has been at the helm since teaming up with Alex Meruelo more than a decade ago, when he assisted in the purchase of KDAY-FM, the first acquisition for Meruelo Media. Padron is also a Colonel in the U.S. Army Reserve.

**What is going on right now within your company that you are most excited about?**

Strong teamwork and a win-win attitude across our brands. We do things distinctively. Our stations host live stage events, bringing nontraditional revenue to the company. KLOS is about to see an image refresh. KDAY is a strong brand full of vitality. The morning show at “Cali 93.9” is going national. Our morning show on “Power 106” is growing. That’s exciting.

**How is AI impacting your radio stations? What challenges and/or opportunities have arisen that have surprised you about it?**

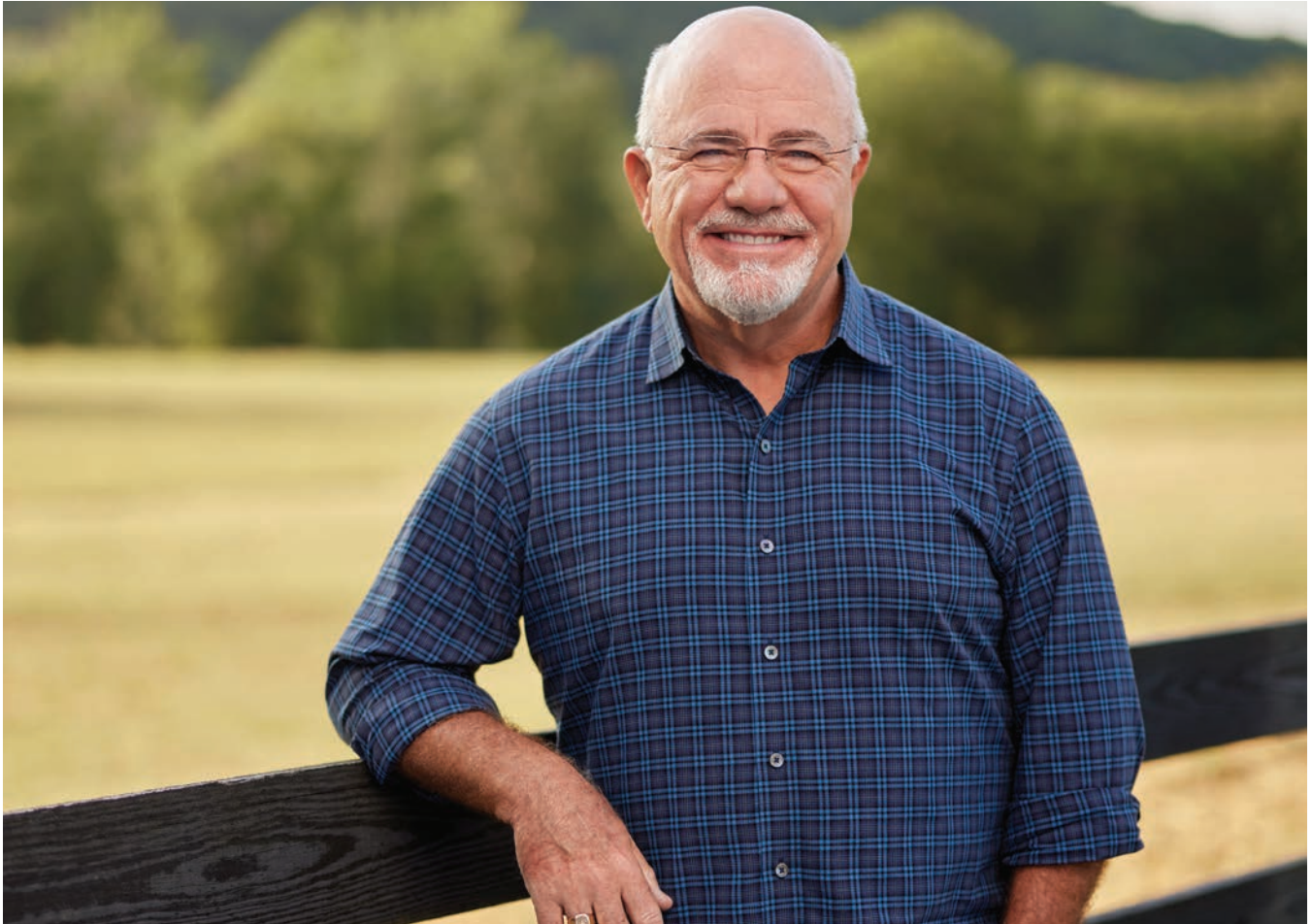
Meruelo Media is in the business of connecting people, so human control and creativity are essential. Radio’s strength is authentic human connection that builds strong brands. AI is digital advancement, but our engaging, local, live on-air



talent is the human connection that consumers want and our most valuable asset.

Meruelo Media has been using AI for a few years — but all in technical applications. For example, some of our automation is AI-light. Today, we are examining how it can assist us in FM transmission and parts of the air chain that will help us decrease

energy consumption. We’re also excited by the prospects of efficient AI-driven solutions to help us cover FM signal-silent pockets.



37

DAVE RAMSEY

CEO

Ramsey Solutions

2023 Rank: 36

YEARS ON LIST: 7

Personal finance guru Dave Ramsey has dished out a blend of tough love and expert financial advice to radio listeners since 1992. While *The Dave Ramsey Show* is now heard on over 550 radio stations in the United States, it is not his success as an on-air personality that puts him on this list. Ramsey has built on his radio success to create a personal finance

empire that employs over 2,200 people and includes book publishing, live event, and personal-finance education divisions. Over a million people have attended his events, and his Foundations in Personal Finance curriculum is taught in over 10,000 schools and colleges. It is these achievements that have earned him his place on the Top 40.

#### What is going on right now within your company that you are most excited about?

I'm so fired up about how the Ramsey personalities are bringing our message and principles to a new audience. They each have their own unique voices, delivery, and following — and they're world-class communicators. It all comes together on *The Ramsey Show*, where they co-

host with me these days.

It's exciting for the radio industry, too. We're able to bring these new and fresh perspectives to our affiliates around the country.

#### How is AI impacting your business? What challenges and/or opportunities have arisen that have surprised you about it?

We're definitely monitoring AI, and we're interested in learning where it can help create efficiencies inside our business. But we've drawn a line in the sand that we'll never let it replace any chance to have a human-to-human interaction. We help callers with complex and nuanced questions and issues on our shows. We're extremely confident our hosts are not in jeopardy of their roles being disrupted by AI!



38

DAVID KANTOR

CEO

Urban One, Reach Media & Radio Division

2023 Rank: 35

YEARS ON LIST: 11

As CEO of Urban One’s Radio Division, David Kantor presides over 57 stations in 13 markets while also managing a group of syndicated programs through Reach Media, which he founded in 2003 with Tom Joyner. Reach Media was acquired by Urban One in 2004.

Before this, Kantor held executive positions with companies including Cox Cable, Satellite Music Network, ABC Radio, and AMFM Networks. In 2018, he was named to the No. 1 position on *Radio Ink’s* 20 Top Leaders in Radio list.

Kantor continues to lead effectively at Urban One: Reach Media does indeed have significant reach into the African American community, with 312 affiliate stations in 94 markets. The company’s radio



division maintains a strong presence in the communities it serves and deep involvement with charitable

organizations, including a 17-year partnership with St. Jude Children’s Research Hospital.



MusicMaster SCHEDULING

CONGRATULATIONS to the Top 40 Most Powerful People in Radio

As your partner in music scheduling technology, we are proud to support your creativity, innovation, and the breakthroughs you’ve made in radio.



39

CRAIG KARMAZIN

CEO

Good Karma Brands

2023 rank: 39

YEARS ON LIST: 2

To say that broadcasting is in Craig Karmazin’s blood is perhaps an understatement. His father, Mel Karmazin, famously built Infinity Broadcasting and would later serve as CEO of CBS ahead of taking a similar role at SiriusXM and luring Howard Stern from terrestrial radio.

Craig Karmazin has enjoyed a 27-year career that began with an internship at Infinity-owned WIP Radio in Philadelphia and just one year later saw the founding of what is today Good Karma Brands with the purchase of three Madison, Wisconsin, radio stations.

Today, GKB’s stations range from AMs in New York, Los Angeles, and Chicago to an FM in West Palm Beach. All the stations but three offer Sports Talk programming under the ESPN Radio brand, and that’s proven



to be successful for the privately held company.

Outside of radio, GKB is responsible for two events, the “Boca Raton Bowl” collegiate football game and the “Tundra Trio,” a tailgating destination for Green Bay Packers fans.



# 40

## JOHN CATSIMATIDIS

Owner/President/CEO  
Red Apple Media

NEW TO LIST

When John Catsimatidis purchased WABC in 2020, he made significant changes in the station’s programming and operations by dropping brokered programming on weekends and playing music on his legacy AM station. He also emerged as a tireless leader in the fight to keep AM radio in automobile dashboards. His revitalization of WABC and his efforts on behalf of radio have earned him a position on this list.

### What is going on right now within your company that you are most excited about?

I’m really excited about our syndication arm, Red Apple Audio Networks. We are offering our dynamic programming, hosted by some of the biggest names in broadcasting, to stations across the country. I want talk stations nationwide to have the same ratings and revenue success that we are experiencing.

And it’s not just political talk! We have had remarkable success with our weekend programming, which includes entertainment, lifestyle, music, and more. It gives our listeners a break from the stresses of their daily lives.

### The radio industry united in the effort to keep AM radio in dashboards. How can industry leaders continue to work together to ensure radio’s future?

If we allow auto manufacturers to take AM off the dashboard, FM could be next. We need every owner, every



group, every station to rally behind the initiative to keep radio free and accessible in the car.

Keep in touch with your legislators. If you want the list of members of Congress and the Senate who support the bill, we’ll be happy to give it to you. The public deserves free radio in times of disaster, as well as in times of joy.

We also need to value our weekends! We took weekend brokered shows off the air and replaced them with live lifestyle, entertainment, and music shows. And what happened? Our weekend ratings and revenue went up!

# CONGRATULATIONS JOHN CATSIMATIDIS!

---

ONE OF  
THE TOP 40  
MOST  
POWERFUL  
PEOPLE  
IN RADIO

**77 WABC**

WABC RADIO - #1 IN NEWS TALK NYC DMA

RED APPLE AUDIO NETWORK - 300+ AFFILIATES

RED APPLE PODCAST NETWORK - 1,000,000+ DOWNLOADS PER MO.

...AND MORE TO COME!

EMAIL JOHN AT [CATS@WABCRADIO.COM](mailto:CATS@WABCRADIO.COM)

# RADIO'S 40 MOST POWERFUL, RANKED



2024 RANK	2023 RANK	YEARS ON LIST	2024 RANK	2023 RANK	YEARS ON LIST
1	1	14	21	20	3
BOB PITTMAN			FRANK LOPEZ-BALBOA		
CHAIRMAN/CEO IHEARTMEDIA			EVP/CFO CUMULUS MEDIA		
2	9	11	22	23	14
RICHARD BRESSLER			JULIE TALBOTT		
PRESIDENT/CFO/COO IHEARTMEDIA			PRESIDENT PREMIERE NETWORKS		
3	2	25	23	22	10
DAVID FIELD			CARL PARMER		
PRESIDENT/CEO AUDACY			CEO SUMMITMEDIA		
4	3	9	24	24	6
MARY BERNER			CHRISTINE TRAVAGLINI		
PRESIDENT/CEO CUMULUS			PRESIDENT KATZ RADIO GROUP		
5	4	11	25	26	17
CAROLINE BEASLEY			JEFF LIBERMAN		
PRESIDENT/CEO BEASLEY MEDIA			PRESIDENT/COO ENTRAVISION		
6	5	16	26	29	4
GINNY HUBBARD			JIM KALMENSON		
CHAIR/CEO HUBBARD			PRESIDENT LOTUS COMMUNICATIONS		
7	6	7	27	27	12
BILL WILSON			JEFF WARSHAW		
CEO TOWNSQUARE			CEO CONNOISSEUR MEDIA		
8	8	4	28	32	11
ROB BABIN			PETER KOSANN		
SVP/RADIO COX MEDIA GROUP			CEO/FOUNDER COMPASS MEDIA		
9	7	26	29	30	2
ALFRED LIGGINS			PETER TANZ		
PRESIDENT/CEO URBAN ONE			PRESIDENT/CEO MIDWEST COMMUNICATIONS		
10	12	8	30	33	5
JESUS LARA			KEVIN GARRITY		
PRESIDENT UNIVISION RADIO			CEO GEN MEDIA PARTNERS		
11	13	8	31	NEW	NEW
BOB PROFFITT			DON CURTIS		
PRESIDENT/CEO ALPHA MEDIA			CHAIRMAN/CEO CURTIS MEDIA GROUP		
12	11	4	32 (TIE)	NEW	NEW
DAVE SANTRELLA			(TIE) TED CRUZ		
CEO SALEM MEDIA GROUP			U.S. SENATE		
13	18	3	32 (TIE)	NEW	NEW
CURTIS LEGEYT			(TIE) ED MARKEY		
PRESIDENT/CEO NAB			U.S. SENATE		
14	NEW	NEW	33	NEW	NEW
HARTLEY ADKINS			JOE D'ANGELO		
PRESIDENT, MARKETS GROUP IHEARTMEDIA			SVP/BROADCAST RADIO AND DIGITAL AUDIO XPERI		
15	15	5	34	NEW	NEW
SUSAN LARKIN			MIKE HULVEY		
COO AUDACY			PRESIDENT/CEO RADIO ADVERTISING BUREAU		
16	16	27	35	37	4
RAUL ALARCON			STEVE JONES		
CHAIRMAN/CEO SPANISH BROADCASTING SYSTEM			CEO SKYVIEW NETWORKS		
17	19	2	36	38	6
CHRIS FORGY			OTTO PADRON		
CEO SAGA COMMUNICATIONS			CEO MERUELO MEDIA		
18	NEW	NEW	37	36	7
TANYA VEA			DAVE RAMSEY		
PRESIDENT/COO BONNEVILLE INTERNATIONAL			CEO RAMSEY SOLUTIONS		
19 (TIE)	17	12	38	35	11
(TIE) ERIK HELLUM			DAVID KANTOR		
COO TOWNSQUARE			CEO REACH MEDIA & RADIO DIVISION, URBAN ONE		
19 (TIE)	17	12	39	39	2
(TIE) STU ROSENSTEIN			CRAIG KARMAZIN		
CFO TOWNSQUARE			CEO GOOD KARMA BRANDS		
20	21	14	40	NEW	NEW
MARK GRAY			JOHN A. CATSIMATIDIS		
CEO KATZ MEDIA GROUP			OWNER/PRESIDENT/CEO RED APPLE MEDIA		



Jeff Liberman



Kevin Garrity



Hartley Adkins



Chris Forgy



Otto Padron



Erica Farber



David Field



Mark Gray



Jeff Liberman



Jeff Warshaw

RED BAR INDICATES NO LONGER IN RADIO OR RUNNING A COMPANY.

Executive	Company	# of years	
Raul Alarcon	SBS	27	Blue bar
Alfred Liggins	Urban One	26	Blue bar
David Field	Audacy	25	Blue bar
Ed Christian	Saga	25	Red bar
Ed Atsinger	Salem	25	Red bar
Jeff Smulyan	Emmis	24	Red bar
Bruce Reese	Bonneville	19	Red bar
George Beasley	Beasley	18	Red bar
John David	NAB	18	Red bar
Lew Dickey	Cumulus	18	Red bar
Jeff Liberman	Entravision	18	Blue bar
Ginny Hubbard	Hubbard	16	Blue bar
Dan Mason	CBS Radio	15	Red bar
Bob Neil	Cox	15	Red bar
Stu Olds	Katz	15	Red bar
Peter Smyth	Greater Media	15	Red bar
John Hogan	Clear Channel	15	Red bar
Bob Pittman	iHeartMedia	14	Blue bar
Julie Talbott	Premiere	14	Blue bar
Mark Gray	Katz	14	Blue bar
Nick Verbitsky	United Stations	13	Red bar
Mark Mays	Clear Channel	13	Red bar
Jeff Warshaw	Connoisseur	12	Blue bar
Erica Farber	RAB	12	Red bar
Erik Hellum	Townsquare	12	Blue bar
Stu Rosenstein	Townsquare	12	Blue bar

Everything changes, including the Top 40, and seven 2023 honorees are no longer on the list. Read on to learn who they are, why they're not on this year's list, and in some cases, what they're doing now.



**GREGG ASHLOCK**

IHEARTMEDIA

In October of 2023 iHeartMedia announced that Gregg Ashlock would step down from his role as CEO of the company's Multiplatform Group and would spearhead the iHeart Influencer Network. As taking this position moved Ashlock away from radio, it also moved him off the Top 40 list.



**DARRELL BROWN**

BONNEVILLE INTERNATIONAL

Darrell Brown joined Bonneville International in 2013, leading the company through several acquisitions in multiple states. Brown announced his retirement last summer. His successor, Tanya Veal, enters this year's Top 40 at No. 18.

**ERICA FARBER**

RADIO ADVERTISING BUREAU

After 12 years as head of the Radio Advertising Bureau, Erica Farber decided it was time to move on. Mike Hulvey stepped into her role, and onto this year's Top 40 at No. 34. In recognition



of Erica's tireless efforts on behalf of our industry, we've honored her with this year's Lifetime Leadership Award. Read our interview with Erica in this issue!



**SUZANNE GRIMES**

CUMULUS, WESTWOOD ONE

Grimes spent eight years as EVP of Marketing at Cumulus Media and President of Westwood One. She left that role in December of 2023.



**ALBERT RODRIGUEZ**

SPANISH BROADCASTING SYSTEM

Albert Rodriguez spent 24 years at SBS, eventually becoming the

organization's president and CEO. SBS announced Rodriguez's departure in December of 2023.



**NICK VERBITSKY**

UNITED STATIONS RADIO NETWORKS

Last summer, Nick Verbitsky announced the sale of USRN, the network he founded with Dick Clark, to Gemini XIII. In all, Verbitsky spent 13 years on the Top 40.



**TODD WOODS**

EDUCATIONAL MEDIA FOUNDATION

Last year our "Bumped From the List" feature included former EMF CEO Bill Reeves, who had spent three years on the Top 40. Reeves resigned his position in March of 2023. His replacement, Todd Woods, entered the list at No. 31 the same year. However, Woods himself recently resigned from EMF, and accordingly has been bumped from the list.

# Top Billing Radio Owner Groups in 2023

It's that time of year again! Time to update BIA Advisory Services' annual list of Top Billing Radio Owner Groups. Every year we at BIA are so excited to survey the radio industry and see how things have changed from the year before. First, it's worth noting that the top five radio owners from 2022 retained their positions in 2023: iHeartMedia, Audacy, Cumulus Media, Hubbard Radio, and Beasley Media Group. Given that 2023 was a non-political year in most markets, revenue decreases from 2022 are to be expected. Also, it's important to note that BIA focuses on local revenues (excluding network).

## IHEARTMEDIA LEADS THE PACK

iHeartMedia secured the top spot once again. With 870 AM/FM stations across 151 markets, it generated \$2.15 billion in 2023. While this is down from \$2.26 billion in 2022 (with 866 stations) and \$2.6 billion in pre-pandemic 2019 (with 858 stations), iHeartMedia's dominance remains clear. Four of its FM stations made BIA's Top 10 Billing Radio Stations list.

## AUDACY TAKES SECOND PLACE

Audacy claimed the number two spot, with 227 AM/FM stations across 46 markets bringing in \$1.3 billion. This represents a decline from \$1.35 billion in 2022 (with 230 stations) and \$1.6 billion in pre-pandemic 2019 (with 235 stations). Audacy

had four stations (two AM, two FM) in the Top 10 Stations list.

## CUMULUS A DISTANT THIRD

Cumulus Media Holdings Inc. came in a distant third in terms of revenue, with 404 AM/FM stations across 82 markets generating \$413.9 million. This marks a 22% decrease from \$493 million in 2022 (with 404 stations) and \$531 million in 2019 (with 425 stations).

## HUBBARD RADIO'S POWERHOUSE

Hubbard Radio secured the fourth position, thanks in large part to WTOP-FM, the number one revenue-generating station in the U.S. WTOP-FM's \$66.3M contribution accounted for nearly 28% of Hubbard's 2023 revenue. Hubbard owns 54 stations across 10 markets, generating a total of \$240.5 million. As the largest privately owned radio group on our 2023 list, Hubbard continues to be a significant player in the industry.

## BEASLEY MEDIA GROUP ROUNDS OUT THE TOP 5

Beasley Media Group LLC took fifth place, with 58 stations across 13 markets combining for \$232.2M. This is a decrease from \$248M in 2022 (with 62 stations across 15 markets). Beasley had one station in the Top 10 Billing Radio Stations list: WBZ-FM in Boston, MA, which ranked fifth.

## QUICK HITS: More key stats from 2023:

**Urban One Inc.** was one of only two radio owners in the top 10 to show year-over-year revenue growth (0.5%), rising from 8th to 6th place.

**Alpha Media** achieved the second-highest year-over-year growth on the list (0.2%), moving from 11th place to 10th and knocking Salem Media Group off the list.

**TelevisaUnivision** is the top-billing Spanish-language broadcaster in the U.S. Five of the top 10 billing Spanish-language radio stations in 2023 belong to TelevisaUnivision.

**Seven out of 10** radio owners in the top 10 are publicly traded; three are privately held.



**NICOLE OVADIA** is VP Forecasting & Analysis for BIA Advisory Services



# RADIO OWNERS BY REVENUE



RANK	OWNER	2023 REVENUE	# OF STATIONS	# OF MARKETS
1	IHEARTMEDIA INC.	2,147,275	870	151
2	AUDACY	1,292,800	227	46
3	CUMULUS MEDIA HOLDINGS INC.	413,900	404	82
4	HUBBARD RADIO LLC	240,500	54	10
5	BEASLEY MEDIA GROUP LLC	232,225	58	13
6	URBAN ONE INC.	214,500	57	13
7	COX MEDIA GROUP INC.	207,825	50	9
8	TOWNSQUARE MEDIA INC.	206,860	353	42
9	TELEVISAUNIVISION	194,450	34	13
10	ALPHA MEDIA	126,600	193	29
11	SALEM MEDIA GROUP INC.	118,775	94	33
12	BONNEVILLE INTERNATIONAL CORP.	109,275	22	6
13	SAGA COMMUNICATIONS INC.	102,275	112	11
14	SPANISH BROADCASTING SYSTEM	101,425	19	8
15	MIDWEST COMMUNICATIONS INC.	81,175	80	15
16	SUMMITMEDIA LLC	74,125	42	9
17	LOTUS COMMUNICATIONS CORP.	62,050	46	9
18	ENTRAVISION COMMUNICATIONS CORP.	54,600	45	17
19	GOOD KARMA BROADCASTING LLC	42,150	12	7
20	CONNOISSEUR MEDIA LIMITED LIABILITY CO.	39,400	12	4
21	MEDIACO HOLDINGS INC.	39,150	2	1
22	MERUELO MEDIA HOLDINGS LLC	38,125	5	1
23	EDUCATIONAL MEDIA FOUNDATION	37,855	508	166
24	SINC.LAIR TELECABLE INC.	37,500	11	2
25	LATINO MEDIA NETWORK LLC	30,950	18	9
26	ESTRELLA MEDIA INC.	29,500	12	4
27	CURTIS MEDIA GROUP	29,400	28	3
28	PAMAL BROADCASTING LTD	24,475	23	4
29	STEPHENS FAMILY LIMITED PARTNERSHIP	21,710	74	9
30	MID-WEST FAMILY BROADCAST GROUP	21,700	33	4
31	LOCAL MEDIA SAN DIEGO LLC	19,625	4	1
32	NRG MEDIA LLC	19,425	37	6
33	LEIGHTON ENTERPRISES INC.	18,780	25	2
34	SOUTHERN BELLE LLC	18,285	87	7
35	MULTICULTURAL RADIO BROADCASTING INC.	17,950	32	14
36	KSE MEDIA VENTURES LLC	17,425	4	1
37	FOREVER MEDIA INC.	17,075	28	5
38	MGTF MEDIA CO. LLC	16,950	4	1
39	RENDA BROADCASTING CORP.	16,350	15	3
40	NEXSTAR MEDIA GROUP INC.	16,000	1	1

DATA FURNISHED BY BIA



# RADIO ADVERTISERS

JUNE 1, 2023-MAY 15, 2024

	ADVERTISER	TOTAL NUMBER OF SPOTS AIRED
1	THE PROCTER & GAMBLE COMPANY	11,963,948
2	U.S. GOVERNMENT	3,547,553
3	LIVE NATION WORLDWIDE INC.	2,387,700
4	PFIZER INC.	2,224,541
5	BABBEL GMBH	2,019,143
6	ZIPRECRUITER INC.	1,908,350
7	LOWE'S COMPANIES INC.	1,866,657
8	UPSIDE SERVICES INC.	1,659,004
9	PROGRESSIVE CASUALTY INSURANCE CO.	1,544,137
10	DISH WIRELESS LLC	1,536,046
11	THE HOME DEPOT INC.	1,443,649
12	WENDY'S INTL LLC	1,376,655
13	TRACFONE WIRELESS INC.	1,339,927
14	COMCAST CORPORATION	1,324,019
15	DISCOVER FINANCIAL SERVICES	1,307,413
16	MACY'S INC.	1,212,713
17	THE KROGER CO.	1,163,910
18	VERIZON COMMUNICATIONS INC.	1,148,350
19	MORGAN & MORGAN PA	1,127,548
20	WW GRAINGER INC.	1,058,506
21	RECRUIT HOLDINGS CO. LTD	1,038,066
22	QC KINETIX	986,497
23	STAPLES INC.	964,130
24	EBAY INC.	952,115
25	MCDONALD'S CORP.	951,752
26	YUM! BRANDS INC.	904,683
27	AMAZON.COM INC.	885,910
28	HIMS & HERS HEALTH INC.	865,326
29	WESLEY FINANCIAL GROUP LLC	842,303
30	O'REILLY AUTOMOTIVE STORES INC.	823,359
31	MATTRESS FIRM INC.	822,476
32	BANK OF AMERICA CORP.	796,339
33	STATE FARM MUTUAL AUTOMOBILE INSURANCE CO.	795,141
34	OPTIMA TAX RELIEF LLC	739,328
35	ABBVIE INC.	714,308
36	DELL TECHNOLOGIES INC.	688,693
37	NISSAN NORTH AMERICA INC.	674,966
38	KOHL'S INC.	668,455
39	AUTOZONE INC.	655,762
40	CAPITAL ONE FINANCIAL CORP.	653,382

DATA FURNISHED BY MEDIA MONITORS, WHERE DATA-DRIVEN DECISIONS HAPPEN.



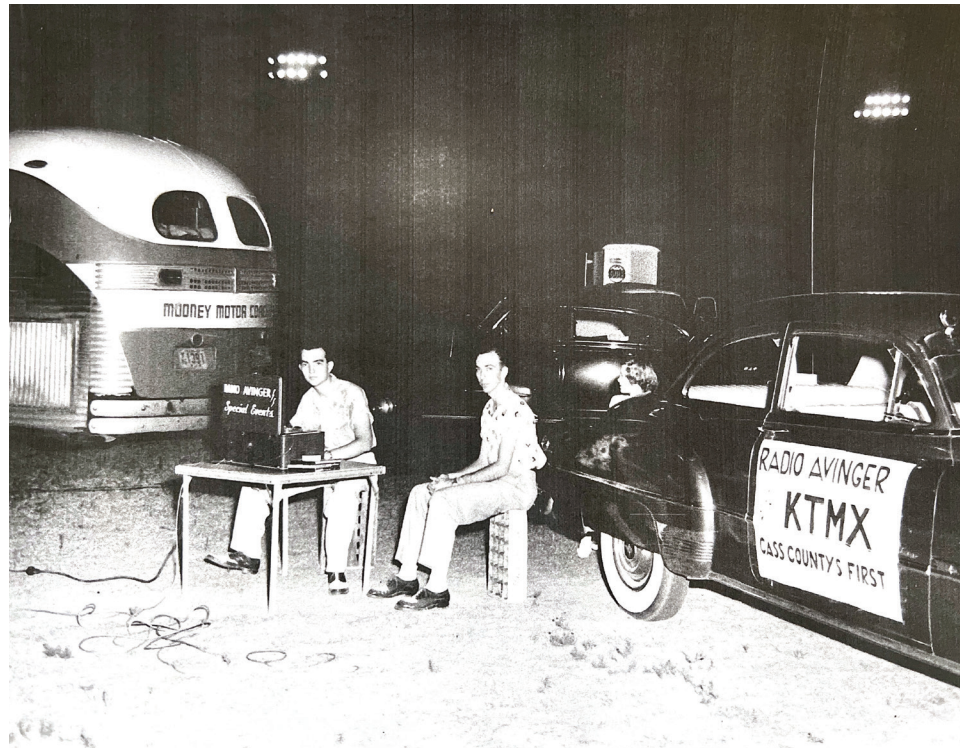






# Radio Avinger

That's what they called KTMX, on the air from Avinger High School in East Texas. Seen here are Tony Bridge and a friend, doing a remote with station vehicle alongside. Bridge, who spent his long career in the region at such stations as KLUE/Longview and KMHT-AM & FM in Marshall, was inducted into the Texas Radio Hall of Fame in 2011. (Tony was already mid-career in this photo: he'd had a backyard station on the air when he was 11!)



RADIO'S PREMIER MANAGEMENT & MARKETING MAGAZINE™

## RADIO INK'S AUGUST 2024 ISSUE

### On Our Cover: NuVoodoo Media Services Founder & CEO Carolyn Gilbert

List: The 25 Best Program Directors  
in America

#### Special Features & Columns by:

Deborah Parenti, Mike McVay, Roy Williams, Paige Nienaber, Pat Bryson, John Shomby, Stephanie Downs and others!



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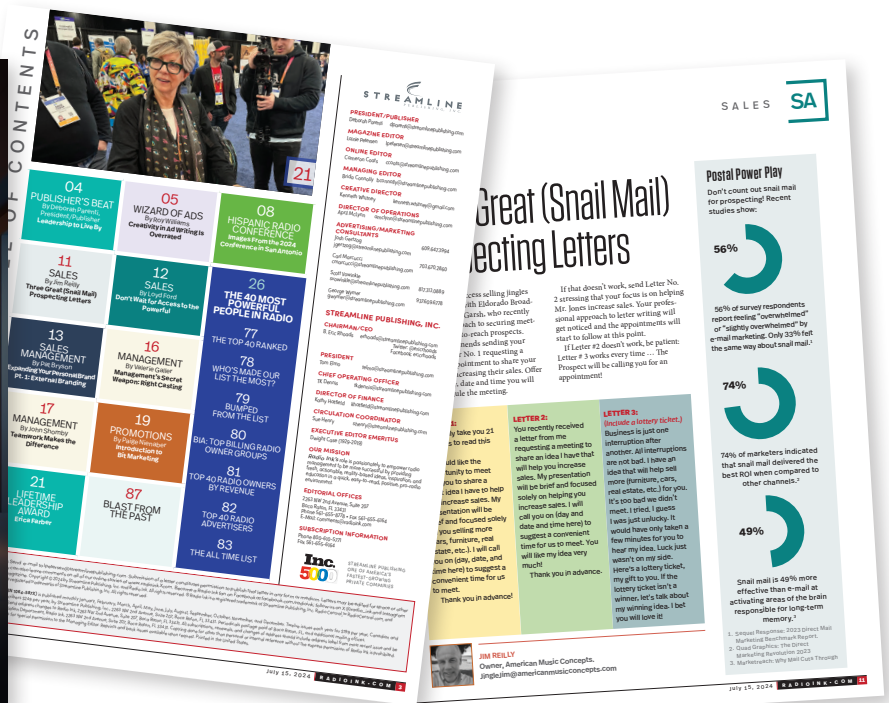
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**Congrats!**

**DAVE RAMSEY**

Named One of the 40 Most Powerful People in Radio

Thank you for inspiring us to boldly serve listeners outside our walls.

— The Ramsey Network Team

