

# THE BEST PROGRAM DIRECTORS IN COUNTRY RADIO

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They are some of the most important names in Nashville, and across the Country radio fruited plain. They are on a first-name basis with country music's biggest stars and Nashville's most important executives. Why? Because radio is still the most important outlet for music to be played and heard, and the PDs on the pages that follow carry around the keys to the radio stations country music fans love most. The relationship between country stars, Country PDs, Country radio stations, and the country music fans is like none in any other format. If you've ever attended a Country Radio Seminar in Nashville, you know exactly what we mean. The stars mingle with the programmers, great relationships are formed, and a lot of artists and PDs talk or text on a regular basis.

And being one of the Best Country Program Directors is much more than mingling with the stars. A successful Country PD has to execute the format flawlessly in markets where there is typically more than one station competing for country fans. A successful Country PD has to have an ear for the music, and be willing to take chances on a new song or new artist. A successful Country PD has to nurture relationships with label executives in Nashville who now have more outlets than ever to get their music to the masses. And a successful Country PD must serve the local community, which is one of the hallmarks, along with strong ratings, of a consistently successful Country radio station. And over the past year, every one of the PDs on this list has succeeded at all of those things.

01

**Shelly Easton****WXTU/Philadelphia****CBS Radio****shelly.easton@cbsradio.com****Years in Radio: 30****Years Programming Country: 20**

Shelly Easton says putting a talented group of caring professionals into the best positions possible to succeed has been her biggest accomplishment over the past year. "If it's not my greatest achievement," she says, "it's certainly what I love most about my job. Thanks to the efforts of our team, 2016 was a great year: We relaunched a morning show, we achieved our highest come on the radio station in over a decade, and we juggled roughly a thousand live station-produced events. The team makes it look easy, but I assure you it's hard work."

If you want to succeed as a programmer, follow Easton's quick hit list of qualities she says will help: "Passion, drive, and determination. Loving music. Creativity. The ability to multi-task and brand-manage multiple platforms. Advocating for others. Anticipating cultural shifts and trends. Being open to change. Not giving up. Not making fear-based decisions. Caring about your product, your team, and your community."

**Kenny Chesney and Shelly Easton****Mike Brophey**

02

**Mike Brophey****WKLB/Boston****Beasley Broadcast Group****mike.brophey@bbgi.com****Years in Radio: 43****Years Programming Country: 30**

If you want to succeed as a programmer, as Mike Brophey has for over four decades, he says there are many elements that are a must to help you get there. "I'm always amazed each year," says Brophey. "Responsibilities increase every year, so time management is an important key. Developing a strong staff is mandatory. Networking is even more important now since there is so much going on and the need for fresh ideas continues."

"Mentoring is more important, too. People seem to often be forgotten in their roles, and if they are interested in developing expertise in programming, why not help them along? Making time for creativity is another challenge that must be met – it may be the toughest, but one of the most important. Today's PD has his fingers on a lot of pulses in the station, for sure. Multitasking is a little out of vogue, and yet is an incredibly important talent, as it has always been."

Brophey also offers up a little advice for the country music industry. "We have stagnant charts with stalled songs, and we have become so formula that there is little individual application to many stations," he says. "The spin count system continues to be challenging. When we receive calls like, 'You're down five spins,' what is the reference point? We never promised a specific number. The pressures are to the point of a cold war. It would be great if the charts were more dynamic."

"That said, you have to love the artist availability and interaction with radio. It exists nowhere else. How fortunate we are to work in that environment."

03

**Johnny Chiang****KKBQ/Houston****Cox Media Group****johnny.chiang@coxinc.com****Years in Radio: 27****Years Programming Country: 12**

A big accomplishment for KKBQ over the last year was raising over \$655,000 for the Texas Children's Hospital during the station's annual Cure Kids Radiothon. Chiang says winning a CMA and Marconi in 2016 doesn't mean anything if he doesn't use the station to benefit the community that has allowed them to earn these prestigious awards. "The best thing about our radiothon is that our team shares my passion for giving back," he says. "Twenty-three jocks, producers, support staff, and management came together for 84 broadcast hours to achieve one simple goal: raise money for economically disadvantaged families to have access to the best health care in the world. It was two very long and strenuous days with very little sleep and time spent away from families, but not one single person on this team would want it any other way."

If you want to be successful as a program director in radio today, Chiang says to stop thinking about your station and product as just "on air." "Embrace digital and social, and do not disregard good old-fashioned street marketing. There are many way to engage your fans, even when they're not listening."

**Johnny Chiang with Jana Kramer**



Tim Roberts and Jason Aldean

04

## Tim Roberts

WYCD/Detroit

CBS Radio

tim.roberts@cbsradio.com

Years in Radio: 39

Years at WYCD: 11

There are a lot of great attributes that make a strong leader, according to Roberts; he says, "Of course, there's the planning, strategy and tactics, digital knowledge, coaching, the ability to see the 'bigger picture,' spotting and developing new talent, content, production, imaging. But I'd summarize it all in really having a vision of your brand and market, and a 'stationality' that makes it all work in whatever country arena you work and live in."

About when he knows a country song is going to be a hit, Roberts says the real answer is that you don't always know – because if any programmer did, that station would be invincible. "But usually," he says, "when I think I'm 100 percent sure, it's because the song feels so comfortable, like I've always known it, even when hearing it the very first time. There's always something that just clicks with you emotionally. I think music is emotional, so there's that amazing emotional connection you get that makes you feel something – happy, sad, partying, reflective, reminiscing – great music does something for you on that level. That's the awesome connection that is magical and keeps me pumped up for work every day. It's just plain fun listening to great music."

05

## Steve Stewart

WEBG-FM/Chicago

iHeartMedia

Twitter: @BigSteveRadio

Years in Radio: 29

Years in Country: 14

If you want to win as a programmer, Stewart says you'll need to surround yourself with people who are experts in every facet of the PD position. "Have a great music person, social media person, promotions person, creative people, and logistics people. Put a plan together that involves all of them, and tie that into the goal of ratings and revenue success, and guide the process from start to finish. In 2017, we have more data to rely on than ever before. Use it as the tool to help your team succeed – but don't ever forget that this is radio and there are still basics that need to be executed, no matter the market size."



Steve Stewart with Cole Swindell

07

## Steve Geofferies

KNIX-FM/Phoenix

iHeartMedia

stevegeofferies@iheartmedia.com

Years in Radio: 21

Years at KNIX: 3



Steve Geofferies



06

Lisa McKay-Blake (center) with (l-r) APD Sean Cash, nighttime personality Cruise, Randy Houser, and late promotions director Dede Wakefield

## Lisa McKay-Blake

WQDR/Raleigh

Curtis Media

lmckay@curtismedia.com

Years in Radio: 35

Years at WQDR: 15

Lisa McKay-Blake calls 2016 a "year of greed" for country music: "Songs from our core superstars came out at a pace that no genre of radio could keep up with," she says. "QDR took its time to burn the biggest hits like Thomas Rhett 'Die a Happy Man' into the library and flat-out missed a few of the secondary hits. We also had a tremendous amount of new faces, which is healthy, but it will take time and focus to help them to a level where they can succeed."

"Corporate radio needs to get better, too. Our industry has allowed greed and profit to come above our real mission of serving our community with the info they need. I literally think this is criminal. How many studies do we need to see that show people want a connection with radio personalities and what is going on locally to change our ways?"

To succeed, McKay-Blake says to be the kind of PD who builds a winning brand: "Take the occasional promotional risk, do good for your community of listeners, plan on grand gestures of listener love to be remembered as the good guys. That is how you will be famous and 'win the off,' and be the first station your listeners tune in to when they choose to listen to radio."

Geofferies says to succeed, understand you're in control of a brand, and not just in the radio business. "Improve your ability to present, build relationships with clients, and understand digital marketing," he advises. "A PD's value is not just based on ratings, picking music, or writing imaging. It's based on a broader understanding of how the whole business comes together."



08

**Tim Richards****KMLE/Phoenix****CBS Radio****timr@cbsradio.com****Years in Radio: 25****Years Programming Country: 4**

Richards says 2016 was a great year for KMLE. "I believe our contribution to community is our most important function, and we are proud of the fact that we raised over \$314,000 for St. Jude this year," he says. "In addition, I am so proud of Chris and Nina's 'Big Thank You,' where we worked with the listeners to write thank you letters for the troops. We collected thousands this year and made a difference." KMLE also won the St. Jude Station of the Year award and was nominated for ACM Station of the Year.

Being a successful PD starts with *wanting* to be a great programmer, according to Richards: "Not everyone in our industry wants to be great, but that burning desire will inspire behavior. It's also important to constantly study other successful programmers and stations. No one person has all the answers, so it's important to ask a lot of questions and model successful behavior. I also believe that the best programmers are great leaders. Be a student of great leaders and great leadership, and always make sure you surround yourself with people that are more talented than you."

**Chris Stapleton and Tim Richards****Meg Stevens and Luke Bryan**

09

**Meg Stevens****WMZQ-FM/Washington, DC****iHeartMedia****megstevens@iheartmedia.com****Years in Radio: 30****Years Programming Country: 20**

Over the past year WMZQ surpassed \$14 million raised for St. Jude with its radiothon. It was the number one Country station in DC, and is consistently in the top five Persons 18-34. Stevens says to be successful as a PD, "Make sure your station is talking to listeners in interesting and compelling ways, being local, and embracing artists, the format, and the lifestyle on all platforms."

10

**Gregg Swedberg****KEEY-FM/Minneapolis-St. Paul****iHeartMedia****greggswedberg@iheartmedia.com****Years in Radio: 38****Years Programming KEEY: 24**

Passion and commitment are still the keys to winning, according to Swedberg. "You have to have a vision about what your station's going to be famous for and stay on top of it every day. You have to surround yourself with good people and let them help you get where you're going."

Swedberg also says he'd like to see the country music industry focus a little more. "It might not be possible unless we have some sort of correction," he says. "We have too many choices, too many people making them, and a lot of people just hanging on. Radio will probably have to change the way we deal with the record community and be more strategic and focused."

**Gregg Swedberg with Dierks Bentley**

# COMING JUNE 19: The Most Influential Women in Radio.

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## DJ Stout

WSOC-FM/Charlotte

Beasley Media Group

donald.stout@bbgi.com

Years in Radio: 22

Years Programming Country: 12

On being a successful program director, Stout says, "I think the key is being able to balance everything that is asked of us these days, and to make sure you do all you can to work with the sales department to make your station as profitable as possible. We have so many things we are now responsible for, like apps, websites, social media, etc., that you have to make sure you focus on all of that without taking your eyes and ears off what is coming out of the speakers."

Stout would like to see the country music industry do a better job of getting music into PDs' hands, especially when dealing with new artists. "When a PD hears a new artist they like, they need to have more than just one song when deciding about making an investment with that artist on their station," he says. "If the PD is given three or four songs to live with for a while, it helps him or her decide the level of investment they want to make. It shocks me how many new artists I see each year on their radio tours, and I'm left with one song, or no songs at all. Give me the music."



DJ Stout

12

## Jeff Garrison

KCYV-FM/San Antonio

Cox Media

jeff.garrison@coxinc.com

Years in Radio: 34

Years Programming Country: 27



Taylor Swift and Jeff Garrison



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**DJ STOUT &**

**MIKE BROPHEY**



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13

**Bruce Logan, Cher, and Logan's husband, Kevin Fogarty**

### **Bruce Logan**

**KILT-FM/Houston**

**CBS Radio**

**bruce.logan@cbsradio.com**

**Years in Radio: 33, 25 as PD**

**Years Programming KILT: 3**

It was an amazing year for KILT in Houston, according to Logan. "The Bull experienced steady growth most of the year, and by the end of 2016 KILT-FM was the number one Country station in Houston Persons 25-54, Men & Women 25-54, and, for the first time in PPM history, Team Bull won every single daypart," he says. "Each year I am fortunate enough to continue the great tradition of KILT-FM's '10 Man Jam.' In 2016 we assembled what I think is the greatest lineup in '10 Man Jam' history. Brad Paisley, Rascal Flatts, Little Big Town, Brett Eldredge, The Band Perry, Jon Pardi, The Eli Young Band, Dan + Shay, and Brett Young came together to help us raise over \$60,000 for the Lone Survivor Foundation, which is based in Houston."

Logan is also very passionate about developing young talent in the format. "Many years ago I was fortunate enough to have several people take an interest in my career, and I have tried to always pay that forward," he says. "As a member of the CRS agenda committee, for the past few years I have been point person for the Programming Mentors Breakfast. We assemble some of the best Country programmers, from all market sizes, and spend time meeting with attendees of CRS. This is a place to go for young talent looking for advice, and for mature talent looking for direction in taking the next steps to achieve their dreams. I find it so rewarding, and I'm happy to say this breakfast has helped many people take the next steps in their careers."

14

### **Charlie Cook**

**WSM-FM & WKDF-FM/Nashville**

**Cumulus Media**

**charlie.cook@cumulus.com**

**Years in Radio: 47**

**Years as a Programmer: 43**

Cook and his stations in Nashville have had a very strong year; he says, "In a market with five Country stations in the metro and many more rimshots getting into the metro, NASH Icon (WSM-FM) has been the number one Country station every month in 2016. WKDF has been either second or third. In 2016 we built a performance hall in the building and have had about 10 acts in to perform for listeners. And we started a concert series at 3rd and Lindsley in Nashville to raise money for Musicians on Call and staged eight shows over the year."

Cook's advice to young PDs: "There are so many ways for the listener to become engaged with country music today. Programmers need to be able to go beyond the music and offer the listener a way to connect with their favorites."



**Charlie Cook and Kelsea Ballerini**

16

### **Grover Collins**

**WUBE-FM/Cincinnati**

**Hubbard Radio**

**grover@b105.com**

**Years in Radio: 30**

**Years Programming Country: 27**

Over the past year, WUBE won CMA Large Market Station of the Year and *The Big Dave Show* in mornings won CMA Large Market Personalities of the Year. To win, Collins says, you have to be open to new ideas and remember that a great idea can come from anyone on your staff: "I have an open-door policy and try to maintain an environment where my jocks all feel free to try something new or different that will connect to our listeners."



**Travis Daily, his wife, Christine, and son, Zen, with Taylor Swift**

15

### **Travis Daily**

**WFUS-FM/Tampa Bay**

**iHeartMedia**

**travis@us1035.com**

**Years Programming Country: 20**

**Years at WFUS: 12**

Daily says to succeed, you can't be too emotionally attached to a plan. "What works today may not work tomorrow," he says. "You have to have the ability to change and adapt if the audience all of a sudden decides they have a different taste. Embracing change and being excited about it is a must. That's a big part of why I love iHeartMedia so much. We think big, we are not afraid of change, and from the top down, we are encouraged to take risks knowing we may swing and miss every once in a while. It's fun to work at a company that is so forward-thinking. To be a good PD in 2017, you have to be willing to change and take risks."



**Grover Collins and Chris Stapleton**



# HATS OFF TO THE BEST

## COUNTRY PROGRAM DIRECTORS IN AMERICA

**BRUCE LOGAN**

100.3 THE BULL  
HOUSTON

**TIM ROBERTS**

99.5 WYCD  
DETROIT

**MARK ANDERSON**

Y108  
PITTSBURGH

**ROB MORRIS**

KISS 99.9  
MIAMI

**TIM RICHARDS**

KMLE 107.9  
PHOENIX

**KENNY JAY**

94.1 KMPS  
SEATTLE

**SHELLY EASTON**

92.5 XTU  
PHILADELPHIA



Brad Paisley and Gator Harrison



17

**Gator Harrison****WSIX-FM/Nashville****iHeartMedia****gatorharrison@iheartmedia.com****Years in Radio: 30+****Years Programming Country: 21**

To be successful for decades in this business, Gator Harrison says you'll need to be open and not arrogant. "Be kind always," he says, "especially to those who are not. Own your mistakes and learn from them. Never stop asking questions. And don't for a second think you're actually working a real job for a living! God first, family second, country music third."

Harrison hopes the country music industry continues to aim for the great and not settle. "There is nothing *bad* coming out of Nashville," he says. "It's all good – and then there's good that evolves into *great*. Radio and *The Row* need to continue with honest dialogue, information, and education shares, and working together to better ID the good that could become great quicker."

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**Bob Barnett****WBEE-FM/Rochester, NY****Entercom****bob.barnett@entercom.com****Years in Radio: 33****Years Programming Country: 29**

Barnett says that if you want to win the programming battle in 2017, focus on talent development. "There has been such a drought in finding, nurturing, and developing on-air talent due to time limitations – real or perceived – that the primary thing that differentiates our product from competitors and makes us unique in the marketplace is running somewhat rudderless without the proper attention and guidance. I believe we all have to make a solid commitment to prioritize talent again, becoming a true partner in their success. You can get the same songs from a number of sources at any time. It's the branded talent operating at maximum performance that makes the difference."



Bob Barnett

And Barnett has great advice for executives in Nashville about the format: "Ultimately, it comes down to getting back into balance. Throughout the so-called 'bro country' phase, the format chased off a lot of 35-54-year-old women that historically drove exceptionally high Country TSL. It was music they apparently couldn't relate to or connect with. While the youth infusion into the format resulted in higher shares for a couple of years, the downside is disenfranchised core listeners that lost passion for the music and stations. The format lacks values-driven songs, love songs, etc., that made it appealing to older women – well past the partying age."

"Nashville is in the process of 'righting the ship' with the addition of more traditional sounds to balance out the contemporary songs, but now each station has to do its part in redeveloping a heart and soul to complement the music. More mature themes are emerging in the music. We have to mirror that in station presentation – finding the right balance of fun and relatability."



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**L-r: Chris Lucas of LoCash,  
Drew Bland, and LoCash's  
Preston Brust**

**Drew Bland****WWKA-FM/Orlando****Cox Media Group****drew.bland@coxinc.com****Years in Radio: 13****Years Programming Country: 10**

This past year Bland says his station's biggest accomplishment was rallying with the community and the industry following the Pulse nightclub shooting. WWKA produced a benefit concert within 10 days and raised over a quarter of a million dollars for the victims and their families. "It was called 'Country Strong – Orlando's Night of Healing and Country Music,'" he says. "That event brought the whole city together in a time of need and was an incredible reminder of our responsibility and privilege to serve the community – especially in times of need."

And his message to the executives in Nashville: "I think we can do a better job of getting new artists to the next level of stardom, and at the same time allow the established anchors of the format time to rest and be away from the playlists for a bit longer, to create more demand for their product."



Kerry Wolfe

20

**Kerry Wolfe****WMIL/Milwaukee****iHeartMedia****kerrywolfe@iheartmedia.com****Years Programming Country: 32**





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## 21 tie

**Mac Daniels****KPLX-FM and KSCS-FM/Dallas****Cumulus Media****mac.daniels@cumulus.com****Years in Radio: 40****Years Programming Country: 25**

Daniels says that, with the help of a talented and seasoned staff, continuing to grow the country audience in Dallas-Ft. Worth has been his biggest accomplishment over the past year. "Both Country brands are now consistently coming over one million 6+ listeners every week," he says. "For the first time in a number of years KPLX (The Wolf) actually ranked number one for two books in the fall."

He says to be successful, know your consumer and how they consume, "then be prepared for change to meet their needs and expectations."

His message for Nashville: "Slow the cycle down and let country music be what it is. Too many times the industry is focused on pushing more into the pipeline rather than getting the most out of what is already flowing. Many times the industry wants a second helping without finishing what they already have on the plate."

**Mac Daniels****Rob Morris and Luke Bryan**

## 21 tie

**Rob Morris****WKIS-FM/Miami****CBS Radio****rob.morris@cbsradio.com****Years in Radio: 33****Years Programming Country: 5**

Morris tells *Radio Ink* that WKIS is the only Country station in the Miami-Fort Lauderdale radio market, where the audience composition is over 70 percent ethnic. "In the demos that drive our radio station, 25-54 Other and 18-49 Other," he says, "Kiss is consistently in the top three, if not top two."

To be successful, Morris says you need to be able to juggle time management in ways that allow you to be strategic and successful: "Everything from managing talent to working with sales and clients to increase revenue. Also, having a team around you that understands the mission and the goals we need to hit in order to be successful. We have that at WKIS-FM."

## 23

**Mark Anderson****WDSY-FM/Pittsburgh****CBS Radio****mark.anderson@cbsradio.com****Years in Radio: 26****Years Programming Country: 7**

A big accomplishment for Anderson over the past year was taking a chance on talent. He says, "We launched a new morning show, *Ally & Andy*, assembled from scratch, one of the players having no prior radio experience. Their Persons 25-54 share in morning drive exploded, increasing by 65 percent in their first seven months on the air, compared to the same months the prior year."

## 22

**Kenny Jay****KMP5/Seattle****CBS Radio****kenny@kmps.com****Years in Country Radio: 20**

Kenny Jay's straightforward advice: "Be passionate about what you do, problem-solve, and effectively communicate your vision both on the air and in the halls."

**Kenny Jay and Blake Shelton****Toby Keith and Mark Anderson**

To be successful, Anderson says programmers need to mind the business while fostering creativity. "We must take the time to teach while having the courage to learn."

His advice to the industry: "More frequent and more consistent nurturing of talent. That includes on-air talent and off-air talent. I'm sure all of us on this list are here because we have benefited from strong coaching and solid mentoring; we need to be giving that back to future generations."



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CHARLIE COOK AND MAC DANIELS,



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THE MUSIC MAKE THEM #1 IN OUR BOOK.



## CUMULUS





**March 28 & 29, 2017**  
**HYATT REGENCY PIER SIXTY SIX**  
**FORT LAUDERDALE, FL**



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**MICHAEL O'RIELLY**

COMMISSIONER, FEDERAL  
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## March 28, 2017

### 8:00 a.m.-Noon

Exhibit Setup

### 12:30-2:00 p.m.

Registration (Exhibit Area)

### 2:00-2:10 p.m.

Opening Video

Opening Remarks:

Deborah Parenti, Publisher, Radio Ink

### 2:10-2:50 p.m.

Keynote

Michael O'Reilly, Commissioner, Federal Communications Commission



### 2:50-3:30 p.m.

**Hispanic Radio: What We Learned From the 2016 Election & Where We Go From Here**

With the most contentious election in our nation's history now in the rearview mirror, it's time to analyze the impact not only on the political results overall, but on Hispanics. How significant — or not — was the role of Hispanic voters in the outcome? What lessons were learned, what red state turned purple, and what is the outlook for the next two to five years? And what do political strategists predict the implications will be for off year elections? How will the 2016 results affect Hispanic radio and its strategy to play a larger role in the process — and the revenue opportunities?

Moderator: Francisco Montero, Managing Partner, Fletcher Heald Hildreth  
Harvey Nagler, VP, CBS Radio News  
Mary Ann Gomez Orta, President & CEO, Congressional Hispanic Leadership Institute  
Dennis Wharton, EVP/Communications, National Assn. of Broadcasters

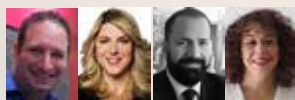


### 3:30-4:10 p.m.

**Multicultural Millennial Marketing: Is Radio on Their Radar?**

It's a fact. According to the Pew Research Center, one out of every four babies born in the United States is of Hispanic descent; one in every five schoolchildren is Latino. "Never before has a minority ethnic group made up so large a share of the youngest Americans," the center reported. That means the future of brands, including radio brands, is in the hands of these young Hispanic consumers. Understanding how they use radio, digital, and social media is critical for anyone who wants to grow and expand market share in the 21st century. And this session will give you at least five crucial insights you absolutely need to do just that!

Moderator: Adam Jacobson, Editor in Chief, RBR + TVBR  
Liz Blacker, EVP/U.S. Multicultural Strategy and Sales, iHeartMedia  
Manny Machado, Co-Chairman, C-Com Group, Inc.  
Michelle Zambrana Rosenberg, Account Supervisor, FleishmanHillard



### 4:10-4:50 p.m.

**Behind the Radio Mic: Live and Local or Syndicated?**

Syndication allows you to leverage the best talent in the country on your radio station, but it also limits localism. Local offers intimate connections with the community but often lacks the resources available to syndicated talent. What works, when, and why? Local or syndicated — that's the question this panel of experts will examine under their talent-filled microscope.

### 4:50-5:00 p.m.

Información Romper

### 5:00-5:30 p.m.

TBA

### 5:30-5:50 p.m.

Medallas de Cortez Awards Presentation

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Presentation of the 8th annual awards, dedicated solely to Hispanic radio. Who will this year's winners be? Who will receive the Lifetime Achievement Award? Don't miss this always moving ceremony.

### 5:50-7:30 p.m.

Cocktail Reception

## March 29, 2017

### 7:45-8:30am

Continental Breakfast

### 8:30-9:15 a.m.

**Old School/New School: Bridging the Gap between Gen X Managers and Millennial Sellers**

Millennials were introduced to radio far differently from their older counterparts. As "digital natives," they are the first generation that has not had to adapt to new technologies and platforms — these things have always been part of their lives. So it stands to reason that millennial sellers can have uniquely different ideas about positioning, marketing, and selling radio. Attracting and motivating millennials on your sales team can also challenge conventional wisdom. Everything from workplace environment and hours to incentives and issues of trust are up for review as management and millennials come together for a lively session. This one will have you rethinking your organization's structure and how you might improve both bottom-line results and job satisfaction for all.

Moderator: Angelica (Angie) Balderas, SVP/Integrated Marketing Solutions, Entravision/Sacramento  
Eric Garcia, SBS Radio Revenue Chief & VP/General Manager, WSKQ & WPAT, New York  
Georgia Beasley, Director of Digital Sales, Beasley Media Group-SWFL (Ft Myers)  
Gerardo Martinez, General Manager, Lazer Broadcasting/Sacramento, Modesto, & Merced



### 9:15-10:00 a.m.

**Start Your Engines: Sales Strategies for Winning Big With Automotive**

According to many automotive experts, Hispanic consumers could be the industry's leading growth engine for the next 20 to 30 years. And automotive has traditionally been a huge Hispanic radio advertising category. But the market, much like the industry, is changing. And with the advent of digital and social media platforms, effectively engaging with Hispanic consumers has become a multi-layered, sometimes complicated process. Understanding how to market more effectively to Hispanics and help dealers develop resources to handle their needs is crucial to maintaining radio's partnership with automotive. Get the lowdown from Hispanic agencies and car dealers who share their lessons, from ad copy to the showroom floor. It's big and it's complicated — but their insight can help your station take a bigger bite out of the auto ad pie.

Moderator: Gary Rozynek, Senior Partner, Vici Media



### 10:00-10:20 a.m.

Break SPONSORED BY:



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### 10:20-11:00 a.m.

**Smarter Digital Strategies**

Virtually every research study indicates that Hispanic consumers are the biggest group of smartphone and tablet owners and users in the country. Hispanics also spend more time online than non-Hispanics. That means one thing: Digital strategy is not an option — and it's not a sidebar. Digital platforms and social media are imperative to every radio station's marketing success. How does your strategy rate? You might be surprised — and you'll probably want to kick it up a notch — after hearing from this panel of digital gurus.

Moderator: Michael Newman, VP/Director of Multi Market Sales, iHeartMedia/Miami  
Bill Freund, EVP/Chief Revenue Officer, Clip Interactive  
Oscar Sereno, Director/Market Development/LATAM, Triton Digital



### 11:00-11:45 a.m.

**Playing the Ratings Game to Win: Issues and Opportunities**

At the end of the day, the ratings are a report card for programming — and rate justification for sellers, at least regarding transactional business. What are the consequences of how listening habits are captured for those who program and those who sell that programming? How does it alter their strategy and approach? And how do digital metrics and analytics play into the mix? This always lively session may produce some sparks, but it will also provide a rare chance to exchange ideas, information, and understanding with a panel of experts, including those who measure, those who analyze the metrics, and those who program and/or sell those numbers.

Richard Harker, Senior Partner, Harker Research

Rich Tunkel, VP/Director of Sales, Nielsen Audio



### 11:45-11:55am

Información Romper

### 12:00-1:20 p.m.

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### 1:30-2:10 p.m.

**View From the Top: Hispanic Advertising Agency Forecast**

Top Hispanic advertising agency executives offer their perspective on Hispanic radio and what it needs to do to grow and enhance its marketing partnerships with clients.

Moderator: Jason Bailey, CEO, Sun Broadcast Group  
Isabella Sánchez, VP/Media Integration, Zubi Advertising



### 2:10-2:50pm

Keynote

### 2:50-3:10pm

Break SPONSORED BY:



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### 3:10-3:50pm

Advertising Super Session

### 3:50-4:30pm

**Group Head SUPER SESSION Roundtable**

Hispanic radio's leadership sounds off with their vision and outlook for the future of the industry. What they say is always a revelation — and a window into what to expect tomorrow.

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Hispanic radio's leadership sounds off with their vision and outlook for the future of the industry. What they say is always a revelation — and a window into what to expect tomorrow.

Albert Rodriguez, EVP/COO, Spanish Broadcasting System  
Norberto Sanchez, Chairman/CEO, Norsan Group



### 4:30pm

Closing Remarks



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Scott Roddy with Cam

### Scott Roddy

**WIL & WARH/St. Louis**

**Hubbard Radio**

**srodgy@hubbardradio.com**

**Years in Radio: 26**

**Years Programming Country: 5**

"The key to being a successful programmer is having a strategically sound plan, complemented by the Hubbard philosophy of live, local, entertaining talent on-air, on the street, and digitally," says Roddy. "From our CEO, Ginny Morris's, mandate to focus on personalities who are local stars, to Drew Horowitz's willingness to provide the finest resources in the business, to Greg Strassell's obsessive penchant for strategic details, to my general manager, John Kijowski's, true leadership partnership, to the greatest on-air, promotional, and sales team I've ever known, I feel immeasurably humble every day to work for the platinum standard in our industry."

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### Julie Stevens

**KRTY-FM/San Jose, CA**

**Empire Broadcasting**

**jstevens@empirebroadcasting.com**

**Years in Radio: 28**

**Years at KRTY: 25**



Julie Stevens with  
KRTY GM Nate  
Deaton

"In 2017 I would love to see Country radio, as a whole, be more aggressive in presenting new music to the audience," Stevens says. "I've said it in years past and I'll say it again: The audience today is more savvy than they've ever been when it comes to discovering new music, and Country radio is way behind in making sure that it is *the* source for introducing the audience to great new talent. In my opinion, that's where radio, and especially Country radio, can really shine with the audience, because the labels are so willing and ready to bring the new talent to your town for an up close, personal visit with your audience, if you'll just be willing to play the music."

To be successful in 2017, she says, "You're going to have to be willing to expand your thinking when it comes to presenting new music to the audience, and you're going to have to shrink your reach. By that I mean you have to focus on your local audience. Your fundraising, your talking points, your events, your contests, all of it has to be focused on the audience for that station's city of license. Live and local will always win over satellite and simulcast."

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### Grover Collins

Program Director, B105 - Cincinnati



### Scott Roddy

Program Director, WIL - St. Louis

**H HUBBARD**  
**RADIO**





26

Jon Reilly with  
Kenny Chesney

**Jon Reilly**  
WKLI-FM/Albany NY  
Pamal Broadcasting  
jreilly@albanybroadcasting.com  
Years Programming Country: 11

27

**Fletcher Brown**  
WXFL-FM & WLVS-FM/Florence, AL  
Big River Broadcasting.  
fletch@kix96country.com  
Years in Radio: 20  
Years Programming Country: 11

If you want to succeed in the PD chair, Brown says you'll need to get back to basics. "Lon Helton wrote a great article some years ago about going back to the beginning, taking stock of what you learned in Radio 101, and keeping those principles as a foundation within your process," he says. "Both as a programmer and an on-air personality, I try to always remember the ABCs and 123s of this job, and try not to outsmart myself."


Randy Houser and  
Fletcher Brown


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PROGRAM DIRECTORS OF 2017  
YOU ROCK!!

Fletch Brown, WXFL/WLVS  
Florence / Muscle Shoals, AL





Entravision  
congratulates  
**Tosh Jackson**  
on this  
well-deserved  
recognition.



28

**Mark McKay**  
WGH-FM/Virginia Beach, VA  
Max Media  
mark@maxmediava.com  
Years in Radio: 24  
Years Programming Country: 15

"Never lose your passion for the product, or the job," says Mark McKay. "Much as we might stress over numbers or agonize over the minutiae sometimes, what we get to do for a living is fun, and there's not a single listener that wouldn't trade jobs with us in a hot second. We need to take ourselves less seriously, and embrace the fact that we're lucky to be able to do this for a living."

His message to Nashville: "Speed up the charts, and place less emphasis on the 'push week'! Our pop counterparts scratch their heads when they're told the 'Country way.' If a song hits number one, then vanishes, does it make a sound? Give me a song that actually resonates, researches, and develops a future star any day of the week over one that nobody will remember six months from now, chart position or not. Slow charts also hinder the development of our next crop of superstars, which is a cornerstone of the Country format."



**Garth Brooks and  
Mark McKay**

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**Tosh Jackson**  
KNTY-FM/Sacramento  
Entravision  
tjackson@entravision.com  
Years in Radio: 19  
Years Programming Country: 7



**Luke Bryan and Tosh Jackson**

Tosh Jackson would like to see the country music industry be more inclusive and less political, and focus on promoting great country music and great Country radio stations. And he says the key to being a great programmer in 2017 and beyond is work-life balance first. "Then it's a matter of hard work, delegations of duties, investing in your staff, and having a vision/direction on where you want your station go."



**COMING JUNE 19:**  
**The Most Influential Women in Radio.**

Make your nominations now at  
[www.radioink.com/miw](http://www.radioink.com/miw)



Sue Wilson

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**Sue Wilson**

WQMX/Akron, OH

Rubber City Radio Group

sue@wqmx.com

Years in Radio: 36

"I am a believer that radio needs to continue to be a source for new music discovery," says Sue Wilson, "and we cannot be afraid of stepping out when we hear a song that we believe will work. I guess that's the fine balance of the art and the science of programming.

"What could Country radio could do better in 2017, beyond the music? I'd like to see more women in leadership, especially programming roles. As we consider our format's core target, it makes sense that women would program stations that target women."



*We are thrilled to  
Congratulate our own Sue Wilson,  
AGAIN, for making the list.*

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