

# The MOST INFLUENTIAL WOMEN — *in* RADIO —

1999. It was the closing chapter to the 20th century, a year immortalized by Prince in song, and it marked the birth of the euro.

And it was the year *Radio Ink's* Most Influential Women in Radio list – the MIWs – made its debut.

For 18 years, after beginning with just 10 honorees, *Radio Ink* has been spotlighting and celebrating women who have poured their spirit and their efforts into making radio stronger, prouder, and more inclusive, irrespective of any qualifier except talent.

As more women of influence have carved out success in the industry, their power and prestige have enhanced the potential for more opportunities and more doors available to be opened for others. What a wonderful domino effect that can lead to!

And it's why this year, the criteria for the list were refreshed and revamped. While continuing to recognize the progress and success women have made in their own careers and on

behalf of their companies, extending that influence by nurturing, guiding, and mentoring the careers of others is critical to continue the progress.

It's also one of the reasons *Radio Ink* is especially proud of the organization the rose from that first list, the MIWs, a group of dedicated women (and men) whose mission is to “pay it forward.”

At the same time, the list is not ranked. Rather, it is a compilation of shining achievements, experience, advice, and encouragement others can learn from and follow. As part of the review process, our board also determined that “influence” can be unique, depending on one's area of perspective.

This year's list spotlights three distinct categories. The broader list consists primarily of corporate executives, CEOs, managers, and sales executives. Their positions allow them to play a general role in advancing careers across the board.

The on air list recognizes the unique vantage point these women enjoy,

not only as an inspiration to women within the industry, but the powerful influence they exert outside the studio every time they open the mic.

Corporate communicators possess an uncommon power to influence in fashioning and projecting the message, both internally and externally – impacting not only how company cultures are shaped, but shared and disseminated publicly. As social media has dramatically evolved and changed the scope of this role, the board agreed a special spotlight was in order for these influencers.

It's been a thoughtful, challenging, and always inspirational road to the 2017 *Radio Ink* Most Influential Women in Radio list. We are proud of the results and pleased to have the privilege of saluting some of the industry's most remarkable women. We applaud them for their talent, share their dreams, and look forward to continuing to chart their successes in the years to come. Congratulations!

— *Radio Ink Publisher Deborah Parenti*



**ANGELICA  
BALDERAS**  
Sr. VP  
Entravision  
Sacramento



**DEBORAH BEAGAN**  
Executive Director  
New York Market Radio Association

Deborah Beagan is an evangelist for radio. Her goals are to promote radio's power to connect with listeners and help advance NYMRAD member stations' presence among listeners and the advertising community. She does it through the development of compelling research, market analysis, sales training, active recruitment, and exciting events.

To help advance the cause, Beagan talks about some of the initiatives she spearheads: "NYMRAD's concerts showcase radio's entertainment factor with riveting performances from iconic and emerging acts, and I regularly produce events that highlight radio as a news and information source with high-profile business and tech leaders as speakers. To keep advertisers, agencies, and radio stations informed and up-to-date on the latest trends and research, I launched the NYMRAD *State of the Market Guide Report* two years ago. The report has been a useful resource for advertisers and agencies, and I am very pleased that it has been effective in radio stations' business development efforts.

"I also hold biannual meetings with public affairs and governmental agencies that underscore radio's mass reach and influence and its ability to quickly and effectively disseminate vital information to the public."



**CAROLINE  
BEASLEY**  
CEO  
Beasley Media

Caroline Beasley is one of the most influential CEOs in radio today. Beasley's recent purchase

of Greater Media has kept the CEO and her team busy, but she remains focused on growing and expanding Beasley's brands, growing its digital initiatives, and improving its on-air products. She says, "In my role, I also keep a close eye on strengthening our balance sheet and operate the company with a focus on creating value and generating returns for our shareholders. As an organization, we are always looking to continue to find new ways to expand our company and diversify our revenue streams."

For nearly 60 years, the Beasley family has been an important part of the radio industry and making it stronger. Caroline says, "My father, George Beasley, has dedicated more than half a century of his personal and professional life to the industry. As a company, we continue to work diligently to maintain a strong and respected reputation as a broadcaster in the markets that we operate in, and are committed to providing value to our listeners, advertisers, and the communities we serve. In addition, we are very engaged on a local and national level with the state associations, the National Association of Broadcasters and the Radio Advertising Bureau. We also play an active role in supporting academic institutions and organizations that educate students interested in pursuing a career in the broadcasting industry."

As far as being successful and influential, Beasley says you are only as good as those who surround you. "I have the privilege of working with incredible people who are the best at what they do. They are the heart and soul of Beasley Media Group. While I may be the CEO, our employees are a big part of our success. They are the lifeline of our organization."

And what would she like to see the industry do better? "It is important that we continue to band together as an industry to promote the many unique benefits of our medium. We must embrace the opportunities that arise on the digital front and appreciate the importance of being at the forefront of technology adoption, especially when it comes to continuing to safeguard our position on the dashboard in the connected car. I believe these factors will play an important role in the future of our industry and define our success moving forward."



**MARY BERNER**  
CEO  
Cumulus Media



**HEATHER BIRKS**  
Executive Director  
Broadcast  
Education  
Association

Heather Birks is responsible for running an academic media association where the members are college and

university faculty, undergrads and graduate students, and industry professionals. She organizes strategic alliances with corporate and academic organizations, oversees marketing and membership outreach efforts, and works with the BEA board to keep research and creative initiatives relevant.

Birks is certainly doing her part to help keep the industry strong by engaging the next generation of broadcasters. "Because we cover a variety of members – faculty and students – we're trying to do this on several different levels," she says. "The goal is to offer professional development, support, knowledge, and access to faculty and students. We provide opportunities for our faculty members to learn new technology, meet with industry professionals, and share research, creative work, teaching tips, techniques, and experiences – to keep them current and relevant as educators.

"We provide students with opportunities to share creative and research as well, but for the past few years have been working with RAB and NAB to fully expose students to the industry at the Radio Show. Thanks to the support of 29 radio groups and associated businesses, we have been able to offer the Radio Show Student Scholar Program. The student scholars receive registrations to attend the Radio Show, and BEA manages the program, providing guidance to get them there, and once they are there, helping them process what they learn while making sure they take advantage of all the Radio Show has to offer."

Advice for others who hope to become influential? "The mark of success in anything is to sincerely enjoy what you do," Birks says. "Radio offers incredible options: You can enjoy connecting with the community, making a difference, helping people, selling as many spots as you can, building an empire, producing unique content, managing a team, or making your voice heard. Match one, or several, up with a love for radio, and you're set."



**VALERIE BLACKBURN**  
Project Manager  
CBS Radio  
Denver

Valerie Blackburn tells *Radio Ink* that you should, in every aspect of your life, take pride in everything you do, especially the work no one else ever sees. "Own every part of your job," she says, "and do great work for your own personal pride and satisfaction, not because you are expecting to be rewarded."

"Don't get crazed when you don't get what you think you deserve! I've wanted a VP title my entire career, and so far it eludes me. I somehow thought that without that, I wouldn't be taken seriously or considered a success. Silly me — I should have listened sooner to those who reminded me a title doesn't define who you are (and rarely what you do)."

She advises others to get out of their comfort zone and take chances. "There have been any number of times in my career that I was in over my head or took a total leap of faith (perhaps like quitting a fabulous job so I could travel and start consulting?)," she says. "Doubtless you'll feel personally challenged if you play it safe, as that also tends to be when you get bored and lose interest. Networking is still key; attend industry events and make it a goal to engage with as many new faces as possible."



**BEVERLEE BRANNIGAN**  
VP/GM, Wichita  
Operations  
VP/Programming  
Scripps Media

Beverlee Brannigan serves a dual role with Scripps: She's the VP/GM for five stations in Wichita and oversees programming in the eight Scripps markets. She also serves on two boards, the Country Radio Broadcasters (as secretary) and the board for the Kansas Association of Broadcasters. She says supporting the work broadcasters do is very important to her.

On being successful in the radio business, Brannigan says she's a work in progress, but a very active listener. "I've discovered when you listen, people tell you things," she says. "I also try to encourage others because,

well, who couldn't use a bit of encouragement today?"

The advice Brannigan has for others so they might someday be successful and influential is to deliver what listeners tell you they want. "And be dedicated to solving problems for advertisers," she continues, "at the same time serving our local communities; that's why we have licenses. Serving all customers is what leads to success. I don't believe there is any substitute for doing the work to learn your craft."

"Whatever your role at a radio station is, I recommend you seek out the best in your field and do everything you can to learn from them. Listen, ask questions, practice, then ask for their feedback. It takes time to get good at whatever you're passionate about. In a few years you'll look back and be glad you put in the effort. It's important to find someone who believes in you, appreciates your gifts, and encourages you."



**KIM BRYANT**  
EVP, West Coast  
Sales  
Westwood One

Kim Bryant's job as the executive vice president of West Coast sales at Westwood One is to help manage all the sales efforts and staff. "I help to develop new business at the client level, create and maintain relationships with all major agencies in the region," she says. "I work closely with the sales teams to help build strategies, for new and existing clients."

To help keep the radio industry strong, Bryant is constantly educating clients on where and how consumers are using radio today. "There is a perception that the radio industry is losing listeners and today's youth is consuming audio by different means," she notes. "The reality is that radio is still the largest reach vehicle reaching consumers today. I feel passionately that we have a responsibility about how and when we tell this story."

To be successful in radio today, Bryant says you need to constantly educate yourself about how consumers are using radio, digital, video, and audio today. "To help achieve this, you need to understand the current media landscape and all components of it. It's changing daily. Educate yourself on how consumers today are consuming radio, TV, video, and digital. You need to be able to tell this story. Radio still has a great story, and if you want to be successful in it, you need to know it better than the competition."



# MOST INFLUENTIAL WOMEN IN RADIO

Entravision  
congratulates  
**Angelica Balderas**  
on this well-deserved  
recognition





**LINDA J. BYRD**  
President  
North Florida  
Region  
iHeartMedia

As president of the North Florida region for iHeartMedia, Linda Byrd oversees Sarasota, Tampa, Melbourne, Jacksonville, Tallahassee, and Panama City, FL; and Brunswick, GA. She is also the day-to-day market president for Orlando. In all, Byrd covers eight markets, 41 radio stations, and a state news network for radio's biggest company.

Byrd says what makes her successful and influential is her consistency and tenure. "Twenty-two years in Jacksonville and, now, 18 in Orlando, at the same job. Deep relationships in the community. High standards that are clearly defined in our operation. A fierce competitive spirit that I've infused into our culture. A really good eye for talent – hiring great people and putting them in the right positions. And building two-way loyalty with those people so they only leave when it is truly a growth opportunity.

"I value and respect my team, and they know it. I drive them hard and expect a lot, but they know I want the best for them.

Finally, I have a healthy work/life balance, which I believe is a critical part of anyone's success."

Byrd says if you want to be successful in radio today, work hard, network, and raise your hand to take on more responsibility, "even without extra pay." She says, "Find a mentor, and listen to them. Be memorable. This business is really easy to succeed in if you just do the simple things well consistently. And our people make a lot of money working in an industry that is really fun to work in. How many people can say that about their job?"

"This July I will have been in the radio business for 40 years, since I graduated from college. I have never, not one day, not loved this business. And those that are really successful take everything the business will give them."



**HEATHER COHEN**  
Executive VP  
The Weiss  
Agency  
See cover story,  
page 28.



**BJ CORRIVEAU**  
VP/Radio Operations  
National Association of Broadcasters

For six years, BJ Corriveau has served as VP, radio operations for the NAB. In that role, she is responsible for managing the department's budget and staff. She also oversees its educational content, awards programs, and select events, seminars, and radio committees.

Corriveau, known for her enthusiastic approach to work, believes that's a contagious quality, to be shared. And that same spirit is echoed in her philosophy on what it takes today to succeed in radio; she says, "We need to satiate our need for knowledge and growth, leverage new technologies, surround ourselves with a diverse group of positive people, and seek to do good."

Proud of the influence her position has given her to grow staff and help them reach their goals, she offers this advice to those who seek to develop their own career path: "To advance and head toward achieving goals, it's important to identify your goals, know your stuff, network with those who can help you, polish your pitch, and remember to pay it forward."



**CONGRATULATES**

THE MOST INFLUENTIAL WOMEN IN

**RADIO**

**Beverlee BRANNIGAN**

SERVICE TO OUR LOCAL COMMUNITIES  
BEGINS WITH YOUR LEADERSHIP AND  
POSITIVE INFLUENCE.

GIVE LIGHT AND THE PEOPLE WILL FIND THEIR OWN WAY.





**JANA COSGROVE**  
**President, CBS Radio Sales and**  
**Entercom Radio Sales**  
**Katz Radio Group**

As president of CBS Radio Sales and Entercom Radio Sales at the Katz Radio Group, Jana Cosgrove leads a team of 25-plus sellers across the country, charged with driving development of national sales strategy to maximize transactional revenue for CBS and Entercom stations nationwide. That includes growing incremental revenue via sports, traffic, NTR, and all other assets available through her client stations, and building strong relationships with national agencies across the country.

She takes pride in telling what she calls radio's "amazing story" and talking about radio's unique local connection with listeners. "I passionately believe that radio is incredibly effective in delivering results for advertisers," she says, "but it takes the right ideas reaching the right people in a meaningful way. Radio is still a very personal medium that has the ability to transfer the relationship we have with listeners to advertisers."

Her experience and national perspective have convinced her that the industry needs to change its conversation from defense to offense, and talk more about the strength of the medium.

Reflecting on professional development, Cosgrove points to mentoring as key to career growth. She feels fortunate to be able to talk with mentors who have challenged and encouraged her over the years.

But it doesn't stop there. Networking is also crucial to ongoing growth and development, she believes. "I had a dinner about a year ago with three amazing women in the industry," Cosgrove says. "All of us work with different companies and have different jobs. We talked about what we do to continue to grow and learn, and the common theme for each of us was reading about everything related to our business and networking with people in and out of our industry. Understand what trends are happening in business, and why. Also talk with the people that are coming up behind you in the industry – they have incredible insight regarding marketing, media consumption, and all kinds of other areas that are applicable to our jobs."

# Congratulations to Radio's Most Influential Women.

It's an honor to work with so many of you. We hope we have some small part in supporting the best.

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Research • Marketing • Social



**CATHY CSUKAS**  
Co-Founder/  
Co-CEO  
AdLarge

Cathy Csukas co-founded AdLarge in 2010 with partner Gary Schonfeld, following a media career that included stretches at Westwood One and Jones MediaAmerica. Her background in management, operations, sales management, finance, revenue planning, and systems development has allowed her to bring a broad perspective to both her roles, as a company leader and as a role model to other women in the industry.

Her personal recipe for success involves encouraging the best in herself and others. “I have always been inspired by the idea that ‘We can do better,’” Csukas says. “I encourage those around me to aim high. My keen sense of where people’s strengths lie has allowed me to help talented individuals in our business – whether it’s as a colleague, a mentor, an employer, or a friend – reach their goals. Seeing that spark go off in someone who has risen to the occasion is a rewarding experience.”

Her advice on achieving goals is direct and simple. “Challenge yourself, and those around you, to achieve excellence,” she says. “No matter where you are in your career, make the investment in yourself to be an expert. Keep working to stay on top of changing industry trends, because they are taking place rapidly.”

Drawing on her years of experience in the industry, Csukas offers this wisdom to radio: “We need to attract new professionals to all areas of radio and add more new voices to the conversation. By combining our expertise with a fresh perspective on programming, technology, marketing, and ad sales, we will grow our industry.”



**MICHELLE DUKE**  
Vice President  
NAB Education  
Foundation

As vice president of the NAB Education Foundation, Michelle Duke is responsible for producing 11 different programs, events, and initiatives each year. As part of her job, she is charged with assessing the diversity, lead-

ership, and management needs of broadcasters to ensure that NABEF programs meet their needs and best serve the industry overall.

She is especially proud of how NABEF, and her role in it, are growing the broadcast industry by bringing new blood into its work force. “All of these programs have as a primary goal the development of the next generation of broadcast leadership,” Duke says. “It’s humbling and yet rewarding to know that whether it was a job opportunity obtained through the Technology Apprenticeship Program, a promotion that was received after participating in our Leadership Development Program (now the Aspiring Leaders Program), or a station purchase after going through our Broadcast Leadership Training program, you had a small role in the progression of someone’s career.”

Duke attributes her success to being a good connector. She relishes the chance to put people in touch with other people, opportunities, and resources. Her ongoing communication with broadcasters and students, along with strong listening skills, enables her to provide not only counsel and career advice, but continually expand her network, allowing her to tap resources and expand on those connections.

Her advice to those climbing the career ladder is also based on building a network of contacts. “There is a saying, ‘No one gets anywhere completely on their own,’” she says. “Surround yourself with supportive people. No one mentor, sponsor, or adviser needs to be the point person for every one of your goals. Continue to develop yourself – even when you are on top of your game. The game can change at any given point and you want to keep your skill set sharp.

“Take a step back every now and again and review what you do on a daily basis. Are there areas where you could be more effective? Are there improvements you could make to help you be more efficient at your job? If so, spend the extra time you find on something that will aid in your professional growth.”

And she closes her counsel with an admonition to be open to change and have a willingness “to share your ideas and know when to step up and lead.” She says, “People won’t always ask you for your thoughts or ideas, but that doesn’t mean they wouldn’t benefit from hearing them. If you see a way to be more effective in your role, or if you have an idea that you think will improve the company’s bottom line, share it! Embrace change. Find a way to get out ahead of it. Lead the effort!”



**SHELLY EASTON**  
Vice President of Music Programming  
Program Director, 92-XTU  
CBS Radio Philadelphia

Shelly Easton was recently promoted at CBS Radio Philadelphia, where she oversees WTDY and WOGL in addition to programming Country powerhouse WXTU. She tells *Radio Ink* the success of her stations is all about the team.

“Whether it is on air, digital or otherwise connected to the radio station, it ultimately touches my office,” says Easton. “I am surrounded by an incredibly talented team also dedicated to moving the brand forward. Together, we plan, strategize, and execute. It’s my job to look at opportunities from a whole-station perspective and work to develop plans that tie together programming, marketing, sponsorships for our clients, and station revenue opportunities. The job is multi-faceted and no two days are the same, which makes this job so rewarding.”

To help make the radio industry stronger, Easton is very involved in helping others, mentoring the next generation of broadcasters at every opportunity. “I’ve achieved many of my goals,” she says, “and I find it very rewarding to help others learn and grow to achieve their goals. Also, I continue to work to be innovative to showcase that radio still generates the most exciting local ideas that best serve our community, our audience, and our clients.”

Easton’s advice to others is to be resilient, solution-oriented, and an enthusiastic ambassador for radio: “Be an advocate of your team. Set a good example in attitude, intention, and work ethic each day. Form strategies to overcome obstacles. There is no perfect situation; however, good leadership finds what’s positive and encourages others to feel they can also have a positive impact. Empower others to find their voice and personal success, because when the people around you win, so do you, and so does the radio station. Form a team that complements one another’s strengths. The greatest error you can make is to rehire the same personality type over and over again. In forming a team, I examine how each new member will enhance the talents of the existing team.”



**DEBORAH L. ESAYIAN**  
**Chief Revenue Officer**  
**Marketron Broadcast Solutions, Inc.**

After founding Next Generation Radio in 1994, Deborah Esayian grew her career managing radio stations and sales teams and, over the years, trained and developed over 4,000 salespeople, publishers, editors, and station managers in local media across the globe in using creative engagement solution techniques to monetize their websites. Today, she serves as chief revenue officer of Marketron Broadcast Solutions, where she is responsible for the development of current revenue streams and emerging opportunities, as well as fostering client relationships and sales brands in the marketplace.

Her philosophy on what it takes to be successful today in radio can be summed up in four points: “Be flexible, be empathetic, be creative, and put yourself in your customers’ shoes.” She also believes it’s important to know what you want, and she advises creating a job description to help accomplish your goals.

Esayian credits her own success to “being credible, honest, and genuine.” She says, “You earn these things day by day, action by action, with a consistent style and approach.”

Looking at radio overall, she believes the industry needs to focus more on making a compelling and engaging product that is available on all of the distribution platforms used by today’s customers.

but that’s where her ability to influence shines. As president and CEO of the Radio Advertising Bureau, she oversees the trade organization that represents the radio industry from a sales and marketing standpoint. That includes working with the RAB board and members in meeting with and presenting to advertisers and agencies across the country.

And those efforts are focused on making radio stronger. Farber manages a team focused on updating products and services that provide resources to the industry, as well as creating and adding new programs that provide professional development. The RAB also continually researches the needs of its members and, most importantly, spreads the word about the many strengths of radio.

Reflecting on what it takes to succeed today, Farber offers, “Be fearless. Constantly be on the lookout for new opportunities and ways to generate profit. Notice I didn’t say ‘revenue.’ Understanding the ROI of every opportunity is critical and will help the decision process every time. Grow in terms of being a leader, not just as a manager. Make change your friend, not your enemy. Be true to your own personal values, keep a positive attitude, strive for some balance in your life, and above all, stay healthy.”

She is also a firm believer in setting goals, both immediate and stretch goals, but encourages flexibility. “One should constantly review one’s goals — make adjustments, sometimes delete entirely, rewrite, and/or add. It is absolutely a work in progress.”

As for the industry she has devoted her life’s work to, she offers a single, concise word of wisdom: “Communicate, communicate, communicate. This is important within all companies, individual radio stations, and with our clients. If we all shared the same message, at the same time, with everyone in all markets across the country, there would be no stopping us!”

says, she had mentors who believed in her and gave her the chance to grow.

“I learned to hire people who challenge me and who have differing skill sets from my own, and this created high-performing organizations delivering a track record of success,” says Forrest. “I am influential because I have had opportunities in seven different radio markets. The contacts I have maintained from those cities, from both clients and teams, fill out my network. I have developed influence from individuals who have worked with me and for me, been promoted by me, and been hired into peer-level positions. I am extremely proud of this legacy.”

Forrest continues, “My best advice for how to be successful in radio today is to never stop learning and evolving. Find a mentor and hitch your wagon to him or her. Look for someone with a track record of success and hiring the very best people. Establish a ‘board of directors’ you can reach out to when problems arise. Use the directors as a sounding board for your challenges and for swapping successes. For women, we have a bad habit of not taking credit for the successes we build. Make sure you own your successes, and make sure the people you report to are clear on your ambitions for growing your career.”

On the subject of what she would like to see the industry do better, Forrest does not hold back. “I want the broadcast industry to be as committed to advancing women and minorities as it has been to promoting white males,” she says. “I realize this sounds inflammatory. Do we think it is ‘fantastic’ when our industry grows the number of female general managers from 15 percent to 17.9 percent over the last 12 years? The lack of diversity in executive leadership is truly disappointing.

“We will get better by having more female program directors and VPs of programming. We will get better by having more overall diversity in executive leadership positions by simply having individuals who have different perspectives and experiences. The most expensive words in business are these: ‘That’s the way we’ve always done it.’ Yet our industry is guilty of this when it comes to our hiring practices. Silicon Valley tech companies have made this an area for their own growth. Why don’t we beat the tech companies to the punch?”



**ERICA FARBER**  
**President & CEO**  
**Radio Advertising Bureau**

Erica Farber is one of the industry’s most respected leaders. Her resume is impressively extensive and well rounded. Today, she heads up radio’s prime sales advocacy organization, serving a constituency that ranges from major players to small operators. That’s not always an easy task,



**MELISSA A. FORREST**  
**President**  
**San Diego/Riverside Region**  
**iHeartMedia Markets Group**

Melissa Forrest oversees iHeart operations for stations in San Diego, Riverside, and Temecula, CA. Why has she been a successful market manager for 15 years? Because, she

SUPER BOWL LI  
**HOUSTON**



#SB51

**SARAH FRAZIER**

**Sr. VP/Market Manager  
CBS Radio  
Houston**

In addition to her market manager responsibilities, Sarah Frazier has a busy agenda that has her working extra hours advancing the cause for radio. She works with future radio industry professionals at universities and industry conferences, speaking, mentoring, and participating in panels. She does the same locally at community organizations such as the Hispanic Chamber of Commerce and the Media Alliance of Houston. Her favorite this year was giving the keynote address at the University of Houston AMA Conference in October titled "Confessions of a Marketing Junkie."

Frazier also serves on the executive board of the Texas Association of Broadcasters, where she lobbies for radio in Austin and Washington, DC. She says, "Without our state association's hard work, legislation could endanger the great community service we are able to provide, and our employees' livelihoods."

In addition, 2017 will be Frazier's fourth year as radio chair of the TAB Convention. "We plan and convene a full agenda of continuing education open to all members of the Texas broadcast industry," she says. "The convention is one of the highest-attended state conventions in the U.S. This affects current members of the industry as well as students that we bring on scholarship to attend."

Frazier also works to keep local broadcasting's importance front and center with local businesses, sports teams, and government officials via the publication of an annual *Community Impact Report*. "The report details the hundreds of hours CBS Houston spends in the community and the donation CBS Radio makes of \$3 million in cash and airtime each year," Frazier says. "We were granted our license to serve the community, and I take that very seriously."

Frazier's advice to other climbing the radio ladder is to work your tail off. "Radio is an industry that is very 'American.' By that, I mean you can start as an intern and end up running the company. It's just about working harder than the other guy. It isn't immediate gratification, though, so have patience, have dedication, be loyal, and work your way up. You can do it."



**MARY BETH  
GARBER**  
**EVP/Marketing  
Strategy  
Katz Media  
Group**

At Katz Media Group, Mary Beth Garber leads a research team dedicated to providing material to support its sales team, stations, agencies, and broadcast partners and help further prove the power of radio. "We write and distribute *Insights* pieces highlighting new data and key points of radio's effectiveness," she says. "We create impactful presentations that help our sales teams powerfully position radio to agencies and advertisers, demonstrating radio's values and unique capabilities. We also publish or present the material at conferences."

Garber's advice to others working their way through the radio industry is to have a strong curiosity. "Ask questions, learn as much as you can about every aspect of radio, advertising, consumers, agencies, and keep finding ways to learn more," she says.

"Observe well. Analyze well. Draw conclusions from your observations and use those to advocate for radio, and improve your career and the industry. Do not underestimate your capabilities. Figure out what you do well, and what you like doing the most. Set your goals high, and then collaborate with people in the industry who can help you attain the skills, knowledge, and confidence to reach your goals. Develop courage to face and learn from failure. Don't be afraid to change course if an opportunity arises. Never give up or lose faith in yourself."



**VALERIE GELLER**  
**Consultant,  
Trainer, Speaker  
Geller Media  
International**

Valerie Geller trains broadcasters all over the planet. A big part of how she advances the industry is by helping stations find and develop talent. "Radio for me is not just a profession, it's really a calling," she says. "That's because radio isn't really radio – it's about people and life. The human experience. Stories. Our world. Our communities. I'm a content person. If it's boring, no one listens, so my mission is to help each content creator on air and online to 'tell the truth, make it matter, and never be boring' with techniques to become a more powerful storyteller, and a more powerful personality."

Geller advises up-and-coming broadcasters to work hard; she says, "The curse of our industry is that since everyone can talk, everyone thinks this is easy. It is not. It takes hard work, practice, training, and talent."

"Understand that the word 'no' doesn't really mean no, it actually means 'not right now.' Be persistent. If you can be stopped by a no, you probably should not be going for a radio career. If you want this, keep at it."

"Having the skills and talent is only a part of achieving your goals. You need people to open doors and help you with opportunity. Make friends. Life is not fair, and people tend to hire people they know and like. Join groups, go to the events, and network like crazy."



**CAROLYN GILBERT**  
**Owner/President/Supreme High Priestess  
NuVoodoo Media Services  
(With grandkids Emma & Sam Cobert)**

Carolyn Gilbert tells *Radio Ink* the best management advice she ever received was to hire great people and let them do their jobs. "I'm very fortunate that we have a staff of 15 who are all excellent at their jobs," she says. "I know about everything. I have great people executing, so what I don't have to do is micromanage."

"Don't be afraid of the change that is enveloping us. It's opportunity for those who are willing to think differently. If we do what we've always done, we won't get what we always got anymore. We'll get far less. My advice – especially for women – is to speak up. Don't think that your idea is less than anyone else's. Think around the problem. If there's a boulder in front of the tunnel, rent a helicopter to get to the other side of the mountain. Every industry is changing. Those who change with it and see around the bend will succeed."

What Gilbert wants the radio industry to do now is look forward, not back. "It will never be as it was. There are so very many opportunities to succeed in the audio space. And a forward-looking business will necessarily attract the younger people we so desperately need. The business has to be driven by people who are not praying every day that their jobs last long enough for them to retire. Radio needs a visionary – a true leader to take us to the inevitable next level. We have to stop looking longingly at 70 percent margins and a federally mandated barrier to entry. There is real competition now. It's time to be truly excellent."

# WOMEN GET THINGS DONE!

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Radio Ink's Most Influential  
Women in Radio.

On behalf of our  
**600,000+ songwriters,**  
composers and music  
publishers, thank  
you for sharing your  
talent with the industry  
and sharing our members'  
music with the world.

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WE CREATE MUSIC



**DAWN GIROCCO**  
VP/Market  
Manager  
Cumulus Media  
Los Angeles

Dawn Girocco is responsible for leading Cumulus' Los Angeles duo of KLOS-FM and KABC-AM. She tells *Radio Ink* her success comes from working with some of the best broadcasters in the business. And she has a specific idea of what she'd like to accomplish. "Having a clear vision of what success looks like for the team and being able to communicate it is absolutely key to building and empowering a team to win," she says. "I continuously challenge my team and myself."

"We focus on how we can put the best product out there that will capture the heart and soul of our audience on an emotional level and connect them to our advertisers. I want and expect our people, our properties, our company, and our industry to win. I push and guide people to expect the best from themselves and their teammates. I don't ask our people to do anything that I haven't done, wouldn't do, or don't do every day."

Girocco's advice to others hoping to make this list someday: "Understand what an amazing business this is. You can create and be creative, no matter what role you have in our industry. Everyone is a content producer, whether you are in sales, on air, marketing, or any role in the building. Take it and run with it. Make mistakes and be a problem solver. If you aren't making mistakes, you aren't trying hard enough and won't achieve your dreams or potential. Be able to understand what went wrong and what you would do differently next time, or how you would solve the issue."



**SUZANNE GRIMES**  
EVP/Corporate  
Marketing  
Cumulus Media  
President  
Westwood One

As EVP of corporate marketing for Cumulus, Suzanne Grimes

is responsible for developing marketing and sales execution strategies across Cumulus. As president of Westwood One, she oversees the strategic direction and execution of the network's operations, programming, and advertising partnerships.

Grimes says she is helping to make the industry stronger every day by "telling our incredibly powerful narrative to a broader audience to bring new revenue to the radio industry." She says, "Advertisers want proof of impact. In response, Westwood One has conducted dozens of sales and brand-lift studies. We then share the findings with the entire industry. You can access these studies and sales insights on the Westwood One blog

[www.westwoodone.com/blog]."

Grimes tells *Radio Ink* she's been successful because she listens more than she speaks. "I believe our partners, advertisers, audience, and employees hold the key insights into how we can make Cumulus and Westwood One the best company it can be," she says. "It's my responsibility to listen and to then make decisions that lead us to success, but the path to get there belongs to all of us – and I'm there to help remove the obstacles that sometimes get in our way."

Her advice to others? "Building a successful career in radio is not fundamentally different from building a successful career most anywhere. First off, it helps to love what you do because you can't fake passion, and passion and commitment overcome a lot of obstacles. Beyond that, put in the time, be intellectually curious, take risks, emulate those you admire, and work your tail off."

"Specific to radio, it's paramount that you constantly think about your audience and remain laser-focused on the listener and their experience with your station and your content. Build that unique relationship rooted in community and companionship and trust. On the sales side, you need to trumpet the power of audio relentlessly to ensure that radio gets its fair share of media investments today."



**KIM GUTHRIE**  
President  
Cox Media Group

Kim Guthrie is president of Cox Media Group, overseeing 6,000 employees at over 60 radio stations, 14 broadcast tele-

vision stations and one local cable channel, six daily newspapers, more than a dozen non-daily publications, and 100-plus digital sites and services.

She encourages Cox associates to be trailblazers on industry initiatives and is quick to point to the active role they take in leading, collaborating, and contributing to all facets of the radio business for the good of the industry. From the RAB, NAB, and NextRadio to new ventures on the revenue and digital fronts, Guthrie believes active participation is key to making radio stronger.

What advice does she offer readers on how to be successful today in radio? "I tell people all the time that the best jobs may not always be geographically convenient. If you really want to move your career forward, you will likely have to be open to moving your home and your family, and expanding your scope on how you currently make a living. You need to be willing to try new things, open to new responsibilities and working with new teams who may do things differently. I started off in TV news. Then I went into radio sales. Then radio management. Then overseeing some

television stations. Then I became president of a national TV rep firm. This year, I was named president of the whole media group.

"Work hard, raise your hand to opportunities, and if you're a manager, learn how to build great teams with lots of talented people. You learn very quickly that you cannot be everywhere or do everything. You must build great teams, delegate, and rely on strong leaders to work with you to help transform and lead those businesses."

Guthrie's personal recipe for success includes a strong work ethic and an instinct for talent. And she points to the importance of an open, honest approach. "People generally crave feedback and want to be the best – so I am pretty transparent about where folks stand," she says. "Whether you're in trouble or you're killing it, you'll know it. I like to surround myself with smart people and create a strong performance culture. I like our teams to laugh and have fun. It's our job to keep that vibe strong so people want to get out of bed in the morning."



**DONNA HALL**  
VP/Market  
Manager  
Cox Media Group  
Atlanta Area Radio

Donna Hall oversees Cox Media Group's Atlanta and Athens radio clusters, and for

her, it comes down to hiring talented people, coaching and developing them to be the best versions of themselves, and providing the resources to help them get there.

To keep radio strong and relevant takes investments in both people and products, according to Hall. She says, "Because of the impact that traffic has on Atlanta, we feel it's important to arm consumers with as much information as possible about current traffic situations, so we are releasing an app for commuters later this summer," she says. "That's an investment we are making because we believe our role is to inform as well as entertain the communities that we serve."

Her advice for success in radio? "Believe in the power of radio, and educate clients on how our medium continues to be one of the most effective ways to reach consumers." And, she says, "Believe in what you do, work hard, stay in a constant mode of learning, be an agent of change, take responsibility, identify mentors, ask for and follow their sage advice, and do the right thing."

Hall offers a "SMART" acronym for setting and working toward goals: 1. Specific 2. Measurable 3. Achievable 4. Results-focused 5. Time-bound.

Finally, she says, "It's important to own your own success. Take full responsibility for achieving it. I recently heard someone give feedback to a sales manager: 'No one will or should care more about your career than you.'"

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OUR MULTI-PLATFORM BUSINESS,  
ENCOURAGING ALL  
COX MEDIA GROUP EMPLOYEES TO  
**BE THEMSELVES AND  
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C O N G R A T U L A T I O N S



**DONNA HALL**

VP & GM  
ATLANTA  
RADIO

**KIM GUTHRIE**

CMG PRESIDENT

**SUSAN LARKIN**

REGIONAL VP  
JACKSONVILLE  
& ORLANDO RADIO





**MARY ELLEN KACHINSKE**  
Program Director  
WTMX (101.9 The Mix)/Chicago  
Hubbard Radio

As the program director at one of radio's most successful stations, Kachinske says her main job is to never be surprised by what comes out of the speakers – from music and image to promotions to commercials to personality style, on the air and across all digital platforms. "It requires a great collaboration between all members on the radio

station staff," she says, "as well as committed leaders on the team who are there to catch things that don't measure up to our quality standards, ensuring a great continuity for the product."

Along with making sure Chicago listeners are well taken care of, Kachinske is doing the same for the next generation of broadcasters. She says, "It's time worth investing to offer your experience to younger staffers to help them develop a path for growth and success. We also all get e-mails and meeting requests from people starting out or looking to move up in the business, and giving them feedback is not only encouraging to them, but it's a positive endorsement for our industry."

Her advice is not to be afraid, and to think big. "With all the choices consumers have today, radio needs imaginative thinkers and versatile players to stand out in our local landscapes. Alternatively, don't be afraid to fail. Learn from it and persevere, as radio is a medium where we know how to pick ourselves up and head on to the next great idea."

Kachinske continues, "Communicating your dreams and your ambitions to those who can help you on your way is essential. People can simply get too busy to be able to realize what you're thinking, what your goals are. Also, being known as a positive, contributing team player who is always willing to give more than what is asked for goes a long way when management is looking for people to move up in an organization. There is also a wealth of information to seek out on your own so that when you are in a position to talk about your needs and wants, you are prepared to do so."



**LAURIE KAHN**  
President/Founder  
Media Staffing Network

Laurie Kahn's big goal is to educate the industry on the importance of having a solid plan for recruiting, hiring, and retaining top talent. She says, "Many changes need to be made, including better marketing to create brand awareness of what they do for employees and their community, offering more secure compensation plans, and having more updated interview techniques, to highlight a few. Radio is not the only industry struggling to hire, and my job is to help it compete on a level playing field in the talent-acquisition game."

Her advice to others trying to climb the ladder of success? "Work smart, stay on top of the trends – so read a lot and listen a lot. Be open to change, as business is not done as it was even two years ago. Be inquisitive, keep learning, think out of the box, go over and above what is asked, offer solutions, and treat others fairly, along with strong attention to detail – those are some of the traits that can help someone advance. Be sure to keep notes and examples of your successes so you better present yourself for promotions. Get a mentor to help you grow and guide you."

# CONGRATULATIONS



**Mary Ellen Kachinske**  
Program Director, 101.9 The Mix - Chicago

Mary Ellen, congratulations on being named one of Radio Ink's Most Influential Women in Radio





**DEBBIE KENYON**  
Sr. VP/Market Manager  
CBS Radio  
Detroit

Kenyon credits her success to her honesty and being true to who she is. "I'm constantly looking for the next big idea to help grow our business. Sometimes the ideas work, and sometimes they don't."

She says if you want to succeed, build your own brand. "Figure out what you want to be known for, whether you are on the programming or sales side of the business. Figure out what makes you unique and different from your peers. Sell your brand on all levels. First, set goals, then share your goals with key people in your life – spouse, friend, boss. You should always have a goal or goals, but be prepared to have them take a slightly different shape as you evolve and grow in the business."



**SHEILA F. KIRBY**  
SVP/Sales Development  
CBS Radio

Sheila Kirby is responsible for the oversight of CBS Radio sales training and revenue development. "It is vital that account executives and management understand how to educate CBS clients on radio's diverse and robust integrated solutions," she says. "To that point, I work closely with our sales and management teams to provide the knowledge and skills necessary to tell our medium's story, provide solutions that help the client accomplish sales and marketing goals, and consistently develop client-side C-suite relationships."

Kirby believes knowledge is power, and that there are no shortcuts to success. "To be successful in radio, or any industry, one must be well-informed about industry sectors and economic impact," she notes. "Knowledge of the client, their business, their competitors, and industry trends is paramount. Finally, possessing a thorough understanding of radio's integrated assets, capabilities, and analytics and how they drive results for the client is critical."

"Read! Subscribe to leading business, marketing, and industry-sector publications and websites. Become a subject matter expert in digital and mobile. Take accredited courses from RAB or the Interactive Advertising Bureau and understand how the powerful integrated connections of radio, digital, mobile, and events help clients accomplish their goals."

# CBS RADIO

## CONGRATULATES OUR MOST INFLUENTIAL WOMEN IN RADIO

**SARAH FRAZIER**  
SVP/MARKET MANAGER  
CBS RADIO HOUSTON

**DEBBIE KENYON**  
SVP/MARKET MANAGER  
CBS RADIO DETROIT

**SHEILA KIRBY**  
SVP/SALES DEVELOPMENT  
CBS RADIO

**SHELLY EASTON**  
VP, MUSIC PROGRAMMING  
CBS RADIO PHILADELPHIA

**VALERIE BLACKBURN**  
PROJECT MANAGER  
CBS RADIO



**WEEZIE KRAMER**  
Chief Operating  
Officer  
Entercom  
Communications

Weezie Kramer likes to say that there is no substitute for curiosity, and that reading 30 minutes a day about “the business” – be that marketing, advertising, research, media, radio, or technology – is critical to career growth.

She is also a strong believer in radio. “We are the number one reach medium and the number one ROI medium,” she points out. “We are the least disrupted medium, and we are the best at local activation. But we are the most undervalued. Radio deserves a larger share of the ad pie, and we need to be telling this story (with great marketing solutions) to decisionmakers with confidence and pride.”

She sums up her recipe for success as follows: “You have to be positive and confident, and in order to be those things, you need to be knowledgeable. Always keep learning. Embrace change. Focus on being a strong marketer vs. being a strong seller. Leverage technology. Have a disciplined routine. Care about your team. Be a great coach. The winners of today and tomorrow will be the multi-tool players, those who truly master the multiplatform world of media we live in today.”



**JINNY LADERER**  
Co-Founder &  
President  
vCreative

Our MIW 2016 cover subject continues to run a successful company that helps make thousands of radio stations

country stronger every day. In addition, Jinny Laderer is constantly giving back at radio conventions and supporting them with sponsorship dollars. Without a doubt, she’s all in.

“I truly love and appreciate life and the people I meet,” she says. “That love compels me to want to give back. Everything we strive to do at vCreative is with the goal of making the radio industry stronger. We are fiercely committed to this industry, and we believe that our workflow software solutions and integrations improve efficiency and accuracy so that stations have more time to focus on revenue-generating activities.”

Her advice to others who hope to succeed in radio? “Value people and invest time building strong relationships. Never stop learning. Work hard, and play hard, because radio is so much fun. Be proactive. Keep learning, and each day look for ways to do a little more than is expected. Smile. Smile a lot. It changes how people respond to you.”



**SUSAN LARKIN**  
Regional VP  
Cox Media Group  
Orlando

Susan Larkin is responsible for CMG’s Jacksonville and Orlando markets, and also oversees CMG Director of National Sales Jodi Rainey and her team of regional national sales managers.

Larkin says her success is due to hiring and assembling strong, talented teams, developing effective strategies, and driving execution. She adds, “However, a big component of realizing success is understanding what it is like to fail, learning from that, and never, ever wanting to go backwards. We learn what it takes to get through adversity, and only then can we know what success really is.

“I care a lot about the teams I work with. It matters to me that they know that, and that we have a shared vision. I think being candid and transparent has been helpful, too. It also goes without saying that operating with integrity matters. If you are able to gain trust, then you can influence. A title means nothing toward gaining real influence; the ability to influence is earned. I try hard to earn that trust and ability every day. I also have incredible role models that I look up to and try to emulate their behaviors.”

Larkin says that being successful in radio all starts with passion and belief in the radio product, the industry, and advertiser solutions. “If you don’t believe you individually can affect the growth,” she says, “then this probably isn’t the right industry for you. If you wish that everything would go back to the way it used to be, then it’s probably time to get out as well. To be successful, we have to individually help innovate and provide solutions. You also have to be in a company that has a culture that you feel you can thrive in. Fortunately for me, I do!”

Larkin’s advice to broadcasters hoping to make it today is to set realistic goals. “For example, I enjoy public speaking and can now and then voice an ad,” she says. “However, I am far from having the talent to have my own radio show. It’s important to be self-aware and understand what our talents are. What are your strengths, and how can you leverage them?”

“Professional and personal development is ongoing. It really never ends, and we have to be committed to that. We are the only ones responsible for our own careers. Find mentors that can help and advise you. Be a mentor. You will learn so much doing both.”



**MICHELE LAVEN**  
President/  
Strategic  
Partnerships  
iHeartMedia

Michele Laven oversees business development, marketing solutions, and innovative partnerships to drive revenue and listenership for iHeartMedia. Laven’s advice for the future generation of broadcasters is to ask why, be a rule breaker, and reframe the story. She says, “Become a student of the media landscape so you can enlighten partners on the enormous reach and relationship radio has with over 90 percent of the population.”



**VAL MAKI**  
Market Manager  
Los Angeles  
Emmis  
Communications



**LISA MILLER**  
President  
Miller Broadcast  
Management

Lisa Miller oversees five companies, including MBM’s clients, and she is focused on creating new and innovative ways to monetize audio and digital content. She says she’s successful because she never stops moving forward: “I never stop trying new things, and I believe I can do anything, and then I share what works with anyone who wants to learn.”

If you want to succeed, Miller says the key is putting in your own time to learn something new. “Meet with other departments to learn what they do,” she says, “and explore integrating new ideas. Reach beyond your comfort zone, go outside your peer group, and try learning something that seems scary; if you are frightened of taking chances, you will continue to stand in the same place.”



# LISA MILLER

**WOULD LIKE TO  
EXTEND A SPECIAL  
THANK YOU TO  
THE AMAZING  
PROFESSIONALS  
WHO MENTORED ME,  
INSPIRED ME AND  
ENCOURAGED ME**



Marty Greenberg, Cliff Burnstein, David Kantor, Dan Mason, John Bayliss, John Gehron, Tom Griswold, Bob Kevoian, Mike McVay, Randy Michaels, Don Bleu, Scott Herman, Jeff Trumper, Joe Field, Don Benson, Rick Sklar, Kraig Kitchin, Andrew Ashwood, Julie Talbott, Jeff Rowe, David Field, Darren Davis, Chuck Gaidica, Chris Oliviero, Judy Ellis, George Beasley, Jimmy de Castro, Larry Wert, Ed Christian, Joe Schwartz, Kevin LeGrett, Gerry DeFrancisco, Jeff Smulyan, Mel Karmazin, John Cullen, John McGinnis, Don Bouloukos, Fred Jacobs, Tom Milewski, Drew Horowitz, Lowery Mays, Eric Weiss, Weezie Kramer, Paul Finebaum, Traug Keller, Bruce Beasley, Peter Smyth, Dennis Green, Charles Steinhauer, Warren Lada, Joel Hollander, John Fullam, Earl Jones, Ron Stone, Mitch Dolan, Lew Dickey, John Dickey, Robin Bertolucci, Bill Gentry, Kim Bryant, Marv Dyson, Guy Zapolean, Tony Berardini, Rick Cummings, Sean Compton, Max Floyd, Dan Vallie, Steve Lerman, Tony Salvador, John Beck, Lynn Martin, Dick Rakovan, G. Michael Donovan, Tom Rivers, John Madison, Randy Lane, Alan Burns, Red Noize, Orlando Davis, Ray Stevens, Robin Meade, Andy Denemark, Lyle Alzado, Danny Davis, Tom Murphy, Bill Minckler, Tom Langmyer, Drew Harrold, Gary Berkowitz, Rick Rumble, John Cravens, Pat Cassidy, Dave Crawl, Joel Day, Steve Czaban, Melissa Forman, Craig Wilbraham, Jeb Brown, Tony Durpetti, Ed Krampf, Charlie & Debbie Johnson, Harv Blain, Fran Krasnow, JoAnn Sherman, Brad Hardin, Mark Mason, Mike Fowler, Chuck Artigue, Nancy Vaeth-DuBroff, Trip Reeb, Sarah Fraizer, Donna Baker, Bill Prettyman, Rudy Radasevich, Keith Kaufmann, Steve Lapa, Becky Munk, William A Lewis, Nell Kaplan, Brant Miller, Matt Miller, Joey Miller



**THEA MITCHEM**  
EVP/Programming  
Northeast Division  
iHeartMedia



**HEATHER MONAHAN**  
Chief Revenue Officer  
Beasley Media Group

Heather Monahan received more nominations and more lobbying from big-name broadcasters than any other person who made the list. At Beasley, Monahan's responsibility is to increase revenue. Period.

She tells *Radio Ink* that she's successful because she puts her strengths to work for her. "Listening to my intuition has been one of the most powerful decisions I have ever made, and it never serves me wrong," says Monahan. "When I'm faced with adversity and negativity, I listen for my own voice, and I move forward with courage regardless of the situation. By being true to myself, I grow stronger."

"I support and encourage others, and as a result I have amassed a large network, which pays dividends. Through my network I am able to gain access to different industries and insight that allows me to connect the dots back to radio. Without my network, I wouldn't be able to identify trends, gain access to decisionmakers, or collaborate across companies and industries."

And like many others on this list, Monahan says to be successful, you need to invest in yourself: "Discovering what it is about you that makes you unique is critical. Once you identify what your superpowers are, you need to make sure that you are in a situation where you get to use them daily so you can grow and develop to your potential."

"Finding a mentor is a must. My mentors have been the ones that have guided and developed me throughout my career. When you are taking care of yourself, making yourself a priority, and spending time doing what you love, your best ideas will come to you. Then it is up to you to act on them!"

She also says to move into your fear. "We are the only ones standing in our way," she says, "and the reason why is fear. When you decide to move into your fear, you will find everything you want on the other side. Moving into your fear can be as simple as speaking up in a meeting when you are not sure your perspective will be liked. Taking small steps every day to overcome your fear will pave the way for you to take big leaps in the future. Keep track of your wins, as they will build your confidence and keep you growing."



**SUSAN MOORE**  
VP/Sales Support  
United Stations Radio Networks

Susan Moore is involved in monitoring the ever-changing landscape of the radio industry through her roles at the Network Radio Research Council and the Network Radio Compliance Council. She is also a voting member on the Radio Committee of the Media Rating Council. "I have been successful because I work hard and figure out a way to get things done," she says. "I have been influential because I instill this work ethic to staff members with a motto of 'Do as I do.'"

If you want to succeed, Moore says, it's all about the clients. "Today's monitoring systems, programmatic buying trends, and other new technologies give our clients new and better tools – we must embrace the new while maintaining our traditional media footprint. One example is how our advertisers take advantage of our ability to do detailed, regional copy splits. Another is how we can accommodate last-minute revisions or monitor and detect incorrect airings. Compliance details are very important, and our partner agencies really expect things to be done in an accelerated, efficient way, and we're here to help – that's our business."



**GINNY MORRIS**  
CEO  
Hubbard Radio

SIMPLY  
THE BEST!

CONGRATULATIONS TO BEASLEY MEDIA GROUP'S  
MOST INFLUENTIAL WOMEN IN RADIO

CAROLINE BEASLEY  
CHIEF EXECUTIVE OFFICER

HEATHER MONAHAN  
CHIEF REVENUE OFFICER

HEIDI RAPHAEL  
VICE PRESIDENT OF  
CORPORATE COMMUNICATIONS

AND TO **ALL** THE WOMEN  
OF BEASLEY MEDIA GROUP...

THANK YOU FOR BEING THE **BEST** AT WHAT YOU DO  
ON BEHALF OF OUR COMPANY!





**BETH NEUHOFF**  
CEO  
Neuhoff Communications

Beth Neuhoff continues to be one of radio's rising stars and consistently spreads her positive attitude and good cheer around everyone she comes into contact with. She credits her success and influence to good luck and a great network of people who believe in her. She leaves out all the hard work she puts in and the extra hours she gives back to organizations like the RAB and NAB, where she continues to focus on finding and promoting great talent for the industry.

What Neuhoff would like to see the industry do better is to think a lot bigger. "Other radio stations haven't been our real competition in a very long time," she says. "Facebook, Google, direct mail – that's where the money is, yet we are content to beat each other into oblivion over a smaller pie."

Neuhoff's advice to others is to have a head for what's going on around you. "Be an expert in the media playing field and how every different offering works and complements your product."



**KRISTIN OKESSON**  
Connoisseur Media  
Connecticut

Kristin Okesson is responsible for Hartford, New Haven, Milford, and Stamford, CT for Jeff Warshaw's Connoisseur Media. Why has Okesson been a successful market manager for nearly a decade now? "First off," she says, "I have been very fortunate to have a few very smart, dedicated people in the broadcasting business that cared a lot about me and my success. Without them, I'm not sure I'm here answering these questions today, and I am forever grateful for their support."

She continues, "I hope if you were to ask my team this question, they would say that part of my success is that I was able to be real, to laugh freely, give praise openly, and create an environment where we had a lot of fun, enjoyed each other's company, and achieved some phenomenal success over the years. I care about employee engagement, and I think the team would view me as open and fair."

"In addition, I hope I have been able to demonstrate that you can have a successful, demanding, rewarding career while having a full, fun, crazy family life as well."

Okesson's advice to others climbing the radio ladder of success: "Beyond the obvious stuff, like work hard, hone your skills, be open to change, and have a positive attitude, you must have passion for radio and for what you are doing. Study and understand the power of our medium. There are so many benefits to radio that few realize or understand, and once you 'get it,' you will be hooked forever. Radio broadcasters continue to have an amazing opportunity to foster relationships with advertisers and listeners in an intimate, powerful way that no other medium can do."

"Finally, I have always had people by my side helping me, so find a mentor who is willing to guide you. Many would love the opportunity to assist rising talent and future leaders."



Regional Reps congratulates **Shayna Sharpe**, CEO, and the other exceptional women honored by *Radio Ink* as one of the industry's **Most Influential Women of 2017**.

Shayna is one of the outstanding professionals selected as the Most Influential Women in the Radio industry. We're proud of this recognition and even prouder of the work Shayna does every single day for our station partners.



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**SUSAN K. PATRICK**  
**Managing Partner**  
**Patrick Communications**

At media brokerage Patrick Communications, Susan Patrick is responsible for her own client portfolio and transactions. At the radio company the family owns, she works with the CFO to oversee administration as well as handle most aspects of financial operations for the company.

Patrick says your goal should not be to become successful in radio. "The goal should be to become a success in the multi-media and digital platform that radio is today," she says. "Learn as much as you can about all aspects of the business and strive to seek out leadership opportunities within your areas of interest. Become involved in the industry overall, not just your company, in order to see the big picture."



**RUTH PRESSLAFF**  
**Founder and President**  
**Presslaff Interactive Revenue**

Ruth Presslaff's advice to others working hard to be successful in radio is to stay hungry, curious, eager to serve and to lead. "Network, talk to everyone, follow up," she says. "Become an MIW mentee, or mentor. Apply for Rising Through the Ranks. Attend webinars on topics you should know about (data, e-mail, social, retargeting, video, etc.). You don't need to know how code works, but you sure should know the benefits of technology. Listen to your people, your peers, your direct reports, and your gut."

What would she like to see the industry do better? "This is where I say something about executing e-mail marketing more effectively. It's what the smart business owner would do. But truly, I'd love to see more creative risk-taking in content, on-air and digital. Let your freak flag fly and draw people to programming with unique, exclusive, and extraordinary content."



**Congratulations to Susan Patrick**  
for being selected as one of Radio Ink's  
Most Influential Women in 2017  
*from all of us at Patrick Communications  
and Legend Communications*



**CLAUDIA PUIG**  
**Senior VP/General Manager**  
**Univision Communications**  
**Miami**

Claudia Puig oversees UCI's radio and television stations in South Florida, with responsibility for local sales, content, digital, operations, and community relations. She says, "I believe my ethics, years of experience, and track record of successful results and service have allowed me the opportunity to influence the industry I feel fortunate to be part of. Mostly, influence results from focusing on trying to make a difference in other people's lives and taking genuine interest in helping others."

Puig advises others to be open to change. "Understand that radio is always undergoing transformation, especially today, as a result of an evolving industry and technology," she says. "Stay abreast of changes in technology to keep the medium accessible anywhere and anytime listeners want to consume it. Integrate other platforms such as digital and social media in order to maximize your content's reach, opening it to many other audiences."

"Always stay ahead of the learning curve, and strive to find creative solutions to better serve your audiences and clients. Develop a clear strategy and action plan to reach your goals, but always remain flexible to adjust them as you move forward."



**MARY QUASS**  
**CEO/President**  
**NRG Media**

Mary Quass – voted radio's top leader on a newly created *Radio Ink* list earlier this year – says, "I have found a place that will allow me to be able to achieve my goals, because I get to work with a team that is passionate about this business, that is committed to building brands that are important to the lives of the listeners, the advertisers, the communities they serve! In short, any success or influence I may enjoy is because I am the reflection of the passion the great radio professionals I have the pleasure of representing exhibit every day."

Her advice for success? "Be curious, embrace change, look for ways to engage the listener in the experience on many levels, engage the advertiser in the opportunity to tap into your social networks (which is the brand) in ways that make sense to the listener."

"Radio is a wonderful place to be right now. You have the benefit of a huge share of voice, you have overwhelming product acceptance in a ubiquitous and free delivery platform with the benefit of numerous other distribution platforms that are complementary to the lifestyles of your customers. You have a proven platform for your advertisers to reach their customers, and you have a proven track record of being a part of the fabric of your community."



**STACEY LYNN SCHULMAN**  
**EVP/Strategy & Analytics**  
**Katz Radio Group**

Schulman says it's her job at Katz to tell radio's story and highlight the uniqueness of radio's collective capabilities. "In the past year we did that through our Local Vote initiative, which highlighted the role of radio in political influence," she says. "We've also been 'productizing' research at Katz – developing tools that bring to life the vast assets of our client base to the marketing community in ways that are focused on advertiser benefits and offer turnkey solutions."

"In doing so, we bring industry players closer together to work on initiatives we all benefit from, like Katz's DJ Database, which is now highly used by agencies to help identify DJ talent that best fits product endorsement initiatives, and the OurMedia.com research community, comprising radio fans across Katz's client stations."

Her advice is to find what's inside you that drives your passion for radio. "When you are excited about what you do, it always pays dividends. Success in achieving any goal is about clarity, purpose, and drive – but it can't be all in your head. Make your goal real, however it works for you. Write it down somewhere that you can see it every day, commit to a timetable or a deliverable, tell others about it. If you talk about it, other people will help drive you forward."

At NRG Media, every woman on our team is  
 a Most Influential Woman in Radio

Congratulations to ALL of the Most Influential Women in Radio





**SHAYNA SHARPE**  
CEO  
Regional Reps Corp.

Shayne Sharpe is responsible for the overall strategy and direction of Regional Reps, but as CEO, she says, “I don’t have the option of saying, ‘That’s not my job.’ Our overall philosophy is ‘It might not be my job, but *it* is my problem.’”

Sharpe spends a good deal of her time mentoring; she says, “The key to a stronger industry is in our future, and it’s up to us to help guide them – and more importantly, listen to them and encourage new ideas and new ways of doing things.”

So what does she say to the people she mentors? “Put the work in, and you will see positive results. Sounds simple, and in some ways it is; that’s true for most careers. Radio isn’t for the faint of heart. You have to want to be in this industry; you have to want it bad. Don’t give up, don’t expect a handout, and don’t ask permission. Sometimes you have to take a machete and carve your own path instead of asking for directions.”

And what would Sharpe like to see the industry improve upon? “We need to change the way we market to, recruit, train, and pay new hires,” she says. “We’ve been doing the same, ‘10-4 out the door’ sales mentality and not investing in the long-term success of employees. If we’re going to bring in the new generation to take the industry to the next level, we need to change what we’re doing and how we’re doing it.”



**SUZANNE SIMMS**  
EVP, Business to Consumer Division  
Ramsey Solutions

*The Dave Ramsey Show* is celebrating its 25th anniversary on radio this year, and Simms says her focus is the same today as it was the first day on the air, in 1992: to produce compelling and relevant content for listeners. “As a content provider, we have a responsibility to our affiliates of providing a top-notch product that then gives them the ability to develop, grow, and maintain a loyal listenership,” she says. “We follow that up in service by supporting them with the necessary resources.

“One example is our exclusive Media Resource Site, designed specifically to support our local affiliate sales teams, as well as a separate section dedicated to the successful promotion of the show. Our contribution to radio is to be there for them in the same way they have been there for us these past 25 years – it’s a true partnership.”

Simms advises others in the industry never to underestimate the power of radio and the loyalty of the listener. “In this day and age of on-demand products, when a listener makes the conscious choice to listen or sample our program, we need to take that responsibility seriously and not disappoint. If we give them what they seek, they will return over and over again.”

Her advice on how to succeed? “Too many people in this industry are paralyzed by fear of change and the unknown. What was once a clearly defined industry is now rapidly changing, and adapting to the consumer each and every day. Learn from those that have come before, both from their mistakes and achievements, and seek out mentoring opportunities at every turn. There are many wonderful people in this industry who are willing to sit down and share their experiences with the next generation to ensure the success of this industry.”





**KATHY STINEHOUR**  
VP/General Manager  
Radio One Detroit

Stinehour owes her nearly four decades of success to her love for the radio business. “My passion for our business has remained the foundation for everything I do over the past 38 years,” she says. “It has never wavered, no matter what the business climate has been. Right now it is extremely tough. The pressure to innovate has never been higher and the resources are limited. We have to continue to be drivers who have a plan to succeed. Tune out all the noise and get it done.”

Her advice on how to be successful in radio today? “We are no longer in the spot business, we are in the idea business. Our biggest sales today are akin to the ‘farm-to-table’ concept, organically grown ideas that create integrated experiences for our audience. Messaging is created from the radio, digital, social media, and event platforms. We are building multi-platform campaigns that we push out to potential advertisers.

“This is not traditional ‘availed’ business. It is critical to be deeply familiar with all the social media platforms. How are they used? What do users love and/or hate about them? How can radio be relevant to social? Original content leads the charge in this space.”

And what does Stinehour think radio should be better at? “Invest in populating our teams with people capable of producing original content. We need videographers, online content editors, and social media marketers on staff dedicated only to brands in the building so genuinely competitive original content can be produced.”



**RADHA SUBRAMANYAM**  
President, Insights, Research & Analytics  
iHeartMedia

Radha Subramanyam oversees a comprehensive range of data, analytics, and research that optimize and communicate the power of iHeartMedia’s audience to marketers in helping them reach their goals. Those efforts extend from investing in resources that tell the story of radio and its mass-media reach to cutting-edge neuroscience. As the world becomes increasingly data-centric, Subramanyam encourages people to pay attention and get close to numbers.

In line with her focus on data and research, she offers this advice on career growth: “Read everything you can possibly read in media and advertising, get out and talk to people, and, if it makes sense for you, take any specialized courses you can find.”

Embracing change and confidence are two other key factors. Subramanyam says, “I’m always up for trying something new, and I have deep-seated confidence that no matter what the challenge or request, my team and I can somehow figure it out.”

What can radio do better? “Radio needs to embrace modernity in all facets. We need to embrace new platforms and devices, and we also need to embrace the true diversity that makes up America today.”



## CONGRATULATIONS TO DIANE SUTTER

ON BEING NAMED AS ONE OF RADIO INK’S  
MOST INFLUENTIAL WOMEN IN RADIO

YOUR DEDICATION TO THE BROADCAST INDUSTRY  
AND COMMITMENT TO TRAINING FUTURE INDUSTRY  
LEADERS IS UNPARALLELED

FROM  
YOUR  
GOOD  
FRIENDS  
AT



LERMAN  
SENTER  
PLLC



**DIANE SUTTER**  
**President/CEO**  
**ShootingStar Broadcasting**

When George Bernard Shaw said, “You see things; and you say ‘Why?’ But I dream things that never were; and I say ‘Why not?’” he could have been describing Diane Sutter.

ShootingStar President/CEO Sutter had a dream of making broadcast ownership and management at the executive level more inclusive and diverse, and so she created, executed, and today leads NABEF’s Broadcast Leadership Training program. Over the past 17 years, it has nurtured, encouraged, trained, and fostered hundreds of aspiring professionals in ownership and corporate management. She also serves on the MMTC Advisory Board, mentors individual broadcasters, and works with the NAB on the Capital Assets Project to encourage the Small Business Administration and more local and regional banks to loan to broadcasters.

Her work with NABEF and other organizations has given Sutter a clear sense of the traits necessary for success. She advises upcoming professionals to be clear about their talents and strengths and to look for opportunities to play to those strengths. “Find the right opportunity for you – not just a job, one that allows you to do what you do best,” she says. “It is about fit.”

As for herself, she believes personal success has been about doing what she loves, making a difference, and playing to her own strengths. She says, “Helping others succeed at their goals is one way I can pay it forward for the opportunities this business has given me.”

What could radio do better? “Understand that for the future, our brand needs to be about more than ratings and revenue. We have the opportunity to create a parallel, sustainable brand that is about what we value and stand for as companies. Corporate social responsibility will become more important for lasting success. It is especially important for millennials, as they are increasingly our employees, audiences, and the ‘target’ for most of our advertisers. And they care about what we value as organizations. It is up to us to define this going forward.”



**JULIE TALBOTT**  
**President**  
**Premiere Networks**

She’s consistently been one of the 40 Most Powerful People in Radio, so of course Julie Talbott makes our list of Most Influential Women. As president of Premiere Networks, Talbott is responsible for network operations, programming, and business, as well as Total Traffic & Weather Network. She keeps the existing trains running, and simultaneously builds new tracks to ensure continued success. And with over 100 shows and services, that’s a lot of trains to keep moving.

Talbott’s advice to those hoping to make it big in the business is to network at every level. “Meet as many people as possible, and be open-minded – no idea is a bad idea, so entertain everything that comes your way,” she says. “Work harder and smarter than everyone else, be decisive, and respond quickly. If you delay, it could discourage people from bringing you the best ideas first.”

What Talbott would like to see the industry do better is move quickly with fresh ideas and swiftly adapt to the ever-changing media landscape. She says, “We cannot be averse to investing in new opportunities or innovations.”



**CHRISTINE TRAVAGLINI**  
**President**  
**Christal Radio and KRG Partnerships**  
**Katz Radio Group**

Christine Travaglini focuses on developing new revenue for Katz’s broadcast partners, and she says radio advocacy is a big piece of what she does. “On a daily basis, I spend a great deal of time building relationships with advertisers and agency CEOs, CIOs, and strategy teams to make sure Katz and radio have a seat at the table for RFPS,” she says.

“I work closely with Katz’s research and creative teams to make sure our sales teams are always armed with powerful research, case studies, and creative solutions for national advertisers. To continue increasing radio’s visibility, I attend major advertiser and agency industry events and conferences advocating for radio. I’m lucky to work with such a talented group of senior sales leaders who are focused on the same goals, and I enjoy learning from them and our industry every day.”

Travaglini says what makes her successful is that she loves the people she works with, and she believes in radio. “You have to have passion for what you do,” she says. “I had many great mentors and bosses over my career, and I truly believe in the power of mentoring young professionals on their career path.”

Her advice to others? “Advertisers and agencies are eager for more data and insights. If you want to advance this industry and your career, become a great advocate and business development talent for radio. Stay up to date on what marketers are talking about, and keep your facts on radio up to date. Be proactive, get creative, and spend time with your customers to learn more about their business. We need everyone to be more focused on how radio can help solve business challenges for our advertisers.”



**MARGARET VERGHESE**  
**VP/Comedy & Prep**  
**United Stations Radio Networks**

Margaret Verghese is responsible for leading United Stations' content division, which chiefly focuses on working with hundreds of morning shows to fulfill all their creative needs. "One thing I've been really excited about recently is sponsoring the Women's Forum at Morning Show Boot Camp," she says. "I know, 'sponsorship' probably sounds boring or detached, but I find the creative opportunities endless. I've been really hands-on throughout the entire process, from concept and casting to execution, because I felt strongly that the traditional conference panel needed to be revamped a bit.

"As an example, last year, moderator Dana DiDonato provided us some serious data points by surveying women in radio ahead of the conference and presented the results in a brand new format. It was truly illuminating. This year we'll have Dana Cortez moderating, and we've already had several discussions about where we'll be able to take this year's forum."

For those who hope to be successful in radio, she advises, "Be curious and challenge yourself. It's too easy to get comfortable and stuck in a rut or routine, so it's important to recognize when you've stopped learning or stopped asking questions – and it's even more important to do something about it. Know your strengths and weaknesses, and recognize that knowing your weaknesses is a strength. Once you've identified what you're not so great at, either learn to get better at it or find a great creative partner who can help fill in some of those gaps."

# KATZ RADIO GROUP

CONGRATULATES ALL OF THE

MOST INFLUENTIAL  
**WOMEN**  
IN RADIO

KATZ PROUDLY SALUTES OUR OWN HONOREES:

Jana Cosgrove  
Mary Beth Garber  
Stacey Schulman  
Christine Travaglini





**RITA COSBY**  
**Political Editor**  
**and Host**  
**WABC/New York**  
**Cumulus Media**

Rita Cosby is one of few female political editors in any media, and it's even rarer in radio. "I hope this can inspire other women to pursue their dream jobs and try new roles and experiences," she says. "Covering the 2016 presidential race was frenetic, fascinating, and exhilarating, and I would not have changed the many assignments I had for anything. To have a front row seat to political history is irreplaceable."

Cosby says, "I may be the host and political editor, but I have a terrific producer and many other great colleagues who all play critical roles in putting on the best shows we can every time. Remember, listeners tune in and get information on you and your shows in many different ways now. Use them all to your advantage."

Her advice? "First, set your goals. Often people don't make clear markers, and that causes them to veer off course. Stay true to yourself and your brand. Be the best you that's possible; don't try to change to be someone else."



**ELLEN K**  
**Host, The Ellen K**  
**Morning Show**  
**KOST-FM/Los**  
**Angeles**  
**iHeartMedia**

Ellen K is now on her own after years working with Ryan Seacrest: "I think the simple fact that iHeartMedia has a woman (myself) leading a morning team in the number one radio revenue market makes them an innovator in the broadcast industry. I'm working hard to live up to the responsibility, and I hope it opens the door for other women across the country. Everything that comes out of the speaker during the KOST 103.5 *Ellen K Morning Show* is basically attributed to me – good or bad. It's the blessing and the curse of having your name on a show, but I love every minute of it."

On success, she says, "If you don't have internal champions, whether it's for your morning show or programming choices or otherwise, it'll be a long and lonely uphill climb. Authentic development with proven and trusted advisers in this area is key. You're only as good as the leaders you're working for, so make sure you pick them well."



**KIM KOMANDO**  
**Nationally Syndicated Talk Host**  
**USA Today/Gannett Columnist**

Kim Komando is a longtime entrepreneur who owns and is chairman of WestStar Multimedia Entertainment, in addition to hosting a successful syndicated show for 22 years. "We are a multimedia company," she says. "But radio was and is our foundation. Therefore, I am always selling radio. I believe in radio. I do not doubt radio's continued reach or power. I am always selling our brand and our product. I believe in ABCs: 'Always Be Closing.' It is my motivation in everything I say and do; to everyone I talk with, I am selling and closing all the time."

Why has Komando been successful for so many years? There are many reasons, she says. "Hands-on management. Personal involvement. I always follow through. If I say I'll do it, then I'll do it. I personally read every e-mail from every listener, and I get thousands of them. I am personally involved with our advertisers. Their success is our success. Our listeners are our valued partners and customers. Our advertisers are our valued partners and customers. I treat them like they own the company. Because they do."

To be successful today in radio, Komando says to find your vision: "Get focused. Stay focused. Believe in yourself. Trust your own ability. Do not allow others to tell you it can't be done, because it can. Love what you do. If you don't love this business, then find another. If you are on the air, work hard to develop your unique style. True innovators, real breakout talent, are rare. Work to be a breakout talent."

"If you are building a company or a brand, be prepared to defend it and fight for it. Avoid debt. Advertising is the heart of our business. Advertising is cyclical; like the stock market, it cycles up and down. Be ready for both extremes. Most important: Work hard. When you get tired, work harder. If you do more, you get more."



**DELILAH**  
**Host, Delilah**  
**Premiere**  
**Networks**

2016 marked 30 years of Delilah's nighttime show. In the past 12 months, she's been inducted into the NAB Broadcasting Hall of Fame and the National Radio Hall of Fame, and received an NAB Marconi Award for Network/Syndicated Personality of the Year.

Delilah says to be successful, be authentic with listeners. "Those relationships are our most precious resource," she says. "Believe in your talents, never give up, and never compromise what you truly believe in."

And here's something you rarely hear from the on-air side: "Radio needs to re-invest in more salespeople who love our medium and know its positive effects on selling products and building brands. It's also important for them to match talent with the products and services they really love, which leads to more authentic endorsement and better results with listeners."



**JOAN HAMBURG**  
**Broadcast**  
**Journalist**  
**WABC/New York**

Joan Hamburg has been a fixture in New York radio since the early 1970s, and listeners have come to rely on her for everything from restaurant tips to New York wedding venues.

Reflecting on success and what it takes, Hamburg says, "Show that you are a team player. Understand the importance of content. Be an innovator. Become part of the community, and understand the role of advertising in today's radio world."

As for what makes her successful? "I love my audience. I know it is about them, not me. I respect the advertising community. And information is my middle name."

She concludes with these thoughts: "Success is elusive, but it is there. Learning to deal with changing listener needs is essential. And one must do homework."



**LIA KNIGHT**  
**Syndicated Host**  
**Westwood One**

Lia Knight has been a successful radio host for 30 years and in syndication for 20. For success, she advises, “Pay attention to your environment, and don’t be afraid of change. The world in general is evolving quickly, so naturally radio needs to keep up. Try new things, ask for input, take the risk. Be the first person to volunteer to work the shift, or man the booth at the fair.

“When sales approaches you with an advertising opportunity/sponsorship idea, consider all your options on how to make it work and how your audience will benefit. We need to make money, but we also need to remember that the goal in radio is to make people’s lives a little easier. How can a particular sales opportunity benefit everyone? Just try to stop saying no.”



**CHERI PRESTON**  
**Anchor/**  
**Correspondent**  
**ABC News Radio**



**SHIRLEY STRAWBERRY**  
**Co-host, The**  
**Steve Harvey**  
**Morning Show**  
**Shirley, Inc.**  
**Premiere**  
**Networks**

Shirley Strawberry has been a success in radio for so long because she absolutely loves the business. “I love what I do and care about people – my goal is to always speak to them, not at them,” she says. “It’s good to always laugh at yourself. As the saying goes, laughter is good for the soul, and we do a lot of it on the show. I think that puts people in a great mood, and it keeps them coming back because you never know what crazy thing will happen.”

Her advice for others? “As in any other field, it’s important to study the greats and learn the industry. Make sure you’re prepared, and do your homework. Develop a style that is all your own, and have an opinion. Always network, meet new people, and try to leave a good, memorable impression on everyone you meet. Reach out to someone you admire or look up to in the business, and ask them to mentor you. Follow successful radio people and stations you like on social media – there’s so much you can learn just by observing.”

In the industry overall, she says, “I’d like to see more women and minorities in management and ownership positions, as well as more women with their own shows and equal pay for the same job.”



**CONNIE SELLECCA**  
**CEO/Host**  
**Intelligence For**  
**Your Health**

Connie Sellecca is responsible for the tone and direction of the

show *Intelligence for Your Health*, which she also hosts. She’s the final editorial backstop. Sellecca says *Intelligence for Your Health* started because she has a thirst for research-backed information, but needed to hear it over and over again to retain it.

“I wanted to hear a show that relayed that information in a snappy, retainable format,” she says. “So my advice is, make the show you want to hear. I’m willing to bet there are people just like you who want the same thing, and eventually, you’ll find an audience. Start by finding the thing that you think is missing, the style or the content that you wish your favorite radio show would tackle, and make that show. Do as many things outside of radio as possible, and use that experience to color how you approach it.”

Sellecca says she’s been successful and influential in radio because she has a different perspective: She didn’t come up through the radio ranks. “I constantly draw from my real life experience as a wife, a mother, a single mother, now a grandmother, a care giver, an actress, an entrepreneur, and a health advocate,” she says. “It’s given me more empathy for people who are facing challenges and makes me passionately pursue curating-quality expert information. And, to be honest, my family and I test out a lot of the health tips on ourselves. We run our own experiments, and we’re the test subjects. That commitment comes through our whole suite of shows, and that’s the core of what influences our audience.”



**SUZYN WALDMAN**  
**Color Commentator**  
**New York Yankees**

Suzyn Waldman is the color commentator for the New York Yankees – all 162 games plus spring training and post-season – and she’s been doing it for 31 years now on radio and TV (WFAN and the YES Network). “I think any woman who is on the air every day is making the industry stronger,” Waldman says. “Radio needs to understand its value, particularly locally – and I believe that being on local radio helps keep its value alive.”

She goes on, “I have always thought that if you look in the mirror and say to yourself, ‘Do I have something to contribute that no one else has?’ and you can answer yes, then go for it, and don’t let anyone’s opinion (that’s all criticism is!) stop you.

“I don’t like to fail – I don’t take no for an answer, and I figured out that I had to be me at all times, good or bad. Being ‘the next so-and-so’ is what management might want, but I always knew that in radio, you are selling a person, and you are selling your truth.

“Radio is the ultimate truth – if you aren’t you, listeners will know it. I am still the only woman in the radio broadcast booth working every day for a major league team. I kept going, no matter who tried (and still tries) to stop me. I am hopeful that there is some little girl out there who is saying, ‘Of course I can do this. See? There’s a woman broadcasting the New York Yankees.’”

Waldman says to be successful in radio, you have to learn to roll with the changes. “But I believe you have to be true to what radio has been, is, and can be. Local radio is personality-driven – your listeners have to trust you to be honest, real, and show them who you are. Whether they like you or hate you, they will listen if you are honest.

“Tell your truth at all times. Find out what it is that you do best, something that is unique to you – don’t let anyone tell you that you ‘can’t do that. Don’t take no for an answer – someone will believe in you and give you a shot.”

*New York Yankees™*



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**ANGEL ARISTONE**  
SVP/  
Communications  
iHeartMedia

Angel Aristone is responsible for the communications strategy and execution for iHeartMedia and its digital platforms. She says, “I continue to strategize and execute high-impact press announcements and developments about the company with key media audiences – entertainment, tech, business and trade press – to help iHeartMedia redefine the meaning of a radio and media company in today’s digital world and continue to showcase the company’s true multiplatform capabilities and impact.”

Aristone’s advice to others is to not be afraid of change, but to embrace it. “Work hard, be committed, know how to prioritize, and learn how to be a good listener,” she says. “It’s also important you learn how to better understand everyone’s goals in the company and how we can help each other achieve them.”



**YASHIMA WHITE AZILOVE**  
VP/Corporate  
Communications  
Officer  
Urban One, Inc.

AziLove is responsible for corporate marketing communications for Urban One (formerly Radio One). She says, “I like to believe my role helps to make the radio industry stronger by helping to communicate and amplify the intrinsic value of the medium. Radio is still a viable media vehicle. It’s local and national, immediate, grassroots, and global. Radio is flexible, and it has become diversified. It’s mobile and digital. This is the narrative and strategic positioning I endeavor to promote about radio.”

On success, AziLove has a great philosophy. “In a world where audiences are on content overload, I truly believe innovation and flexibility are the order of the day. Those who are willing to break the mold and invent a new one, while failing fast and learning, will eventually succeed. The next big idea and skillful execution are priceless in our environment. And those who are flexible in their thinking and adaptable to all things ‘new’ will share in radio’s success.”



**ANN MARIE CUMMING**  
Sr. VP/Communications  
National Association of Broadcasters

At the NAB, Ann Marie Cumming manages the communications team, with responsibilities including implementing strategic communication initiatives, providing NAB advocacy teams with accurate data and analysis to support policy objectives, monitoring developments in local audience measurement methods and practices, and promoting and supporting the community service efforts of local radio and television stations.

She says, “I strive every day to be an effective advocate for radio, whether it’s finding new ways to create awareness of the unique and important ways that radio broadcasters serve local communities, or working with the research community to identify and communicate broadcasters’ concerns regarding radio audience measurement issues. I’m also involved in the development and promotion of events, such as the Radio Show and NAB Show, that put a spotlight on the industry and bring radio broadcasters together for the ultimate networking experience and to explore new technologies and strategies for advancing the business.”

Cumming says being successful all starts with passion, “and appreciation for the indispensable role that radio plays in people’s everyday lives.” She continues, “Beyond that, a strong work ethic and a trusted network are essential. Success is rarely achieved independently; instead, it takes a village. Fortunately, the radio industry is full of amazing people with a broad range of perspectives on every aspect of the business. Being able to tap into that network is critical, particularly when challenges arise.”

Her advice is to build a strong network of people you can count on. “Work hard, but don’t forget to enjoy yourself along the way. Have faith in your abilities, and don’t be afraid to take on new challenges. Sometimes change can be daunting, but it can also open new doors and possibilities for your future. Keep an open mind and be flexible, because no matter how prepared you are, the situation could change at any moment (and oftentimes it does).”



**LISA DOLLINGER**  
CEO  
Dollinger  
Strategic  
Communication

Lisa Dollinger says that if she were advising radio on how to tell its story, “I would like for radio to have a little more self-awareness and to be bolder and braver in the face of increased competition, changing consumer behaviors, and economic headwinds.”

She says, “I know that we are stronger. We have proven that time and time again. We just need to do what we do better than anyone else, and then figure out ways to do that even better for the benefit of listeners and advertisers – and effectively communicate those benefits and successes. We can’t shrink from the difficulties and challenges that we are facing; we have to face them fearlessly and head on.”

Dollinger’s background in corporate communications runs deep, having served in that capacity at major groups including Capstar and Clear Channel. Today, as CEO of Dollinger Strategic Communications, she works with a number of industry clients on crafting and communicating their messages.



**WENDY GOLDBERG**  
EVP & Chief  
Communications  
Officer  
iHeartMedia

Wendy Goldberg oversees all internal and external communications for radio’s largest company. And she says to be successful in radio today, you need to embrace and promote every platform. “That means being familiar and comfortable with reaching your listeners across digital, mobile, and social media in addition to broadcast radio,” she says. “No other medium has the relationship with its listeners that radio does, and our responsibility in that relationship is to be wherever they are.

“To advance/achieve your goals, love what you do – and the people you do it with. I love my team and my company and I believe 100 percent in our mission. If you’re lucky enough to have both of those, you’ll want to contribute your utmost to helping achieve both the company’s goals and yours.”

# Intelligence *for* Your Health

with Connie Sellecca  
3 Hour Weekend Show



*Connie Sellecca*

Connie Sellecca  
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**KELLY HARRINGTON**  
Communications Manager  
Reach Media

Kelly Harrington is passionate about what she does, and says that if she is an influence on anyone, it's because she stays true to who she is without compromising the brand she represents. "Every day I strive for excellence," she says. "Within the team that I am a part of we have an understanding that everything we do will shine."

At Reach Media, Harrington communicates daily with listeners, consumers, sponsors, mainstream media, and bloggers, extending the story of radio and promoting the talent on the Reach Media roster, including radio legend Tom Joyner. Harrington says, "I manage and work with our team on social media initiatives and contribute to visibility digitally for Reach Media's syndicated talent, while providing key messaging that inspires the radio listening community to interact with initiatives and talent experiences."

About advice, she says, "The best advice that was given to me when I started in this business was to place yourself in the place of everyone you work with. I take the time to learn from everyone in every division of radio, as well as communicators in all platforms. Media does not happen at the hand of one person – when you understand what each arm contributes, it makes each team member stronger."

"Be purposeful in your work. Knowing what you want is the first step. Reaching for it is the next. If you have goals and ideas you want to see through, work towards those, work until you see your goals come to fruition."



**LEAH KAMON**  
SVP/Marketing & Communications  
Radio Advertising Bureau

Leah Kamon spends every day focused on promoting a positive image for radio and reinforcing the reach, efficacy, and power of the medium across various constituencies and through multiple marketing and communication channels. "The primary objective of the RAB's mission is to drive revenue growth through our advocacy efforts and resources," she says. "We live by that credo on a daily basis at the RAB, and I am honored by the opportunity to help our members and make for a stronger industry."

Her advice to others climbing the ladder of success is to have a sense of curiosity. "Seeking and learning what's happening in business, media, and radio today encourages you to take risks and try new things. That's good for business, and that's definitely good for radio. Surround yourself with great people – mentors, colleagues, and your teams are critical to your personal success as well as your organization's success."



**DENYSE MESNIK**  
President  
The Mesnik Group

After moving on from a long and successful career at the corporate offices of Beasley Media, Mesnik remains very involved in radio. She's the new spokeswoman for the MIW Radio Group, which is focused on mentoring women interested in a career in radio. "In this new role," she says, "I will work closely with our talented executive committee, with many top-level female broadcasting professionals, and with our core group of generous industry sponsors to continue our mission of helping women in our industry develop strong management and leadership skills."

In addition to being part of the MIW Group, Mesnik and Heidi Raphael co-founded the Radio Communicators Group in 2008. Mesnik says, "Our group meets twice a year to facilitate consistent communication between broadcasters, trade media, and various organizations within our industry, as well as to present a united front in promoting radio to the general marketplace."

Mesnik has some stellar advice for anyone hoping to succeed in radio. "Take an internal audit – define your goals, listen to your instincts. Are you at the right company and in the right department? Do you genuinely enjoy your daily responsibilities? Do you feel there's a future for advancement? Find like-minded people, align yourself with those who have positive attitudes and are moving forward in their professional lives. Surround yourself with leaders, see yourself in that role, and emulate their finest behaviors."



**MONICA RABASSA**  
VP, Marketing & Promotions  
Univision Local Media/Miami

Monica Rabassa is responsible for all events, platforms, promotional media strategies, and partnerships for the group's four radio and two TV stations in the Miami market. Her love of learning and being unafraid to ask questions have led her to conclude that collaboration is the best way to achieve optimal results and develop strong working relationships. "I like to (and encourage everyone to) lend a helping hand and build bridges within your organization and externally in the community you serve," she says. "This has proven to be an excellent way to expand your influence. Also, I have developed and empowered a very creative and hard-working team that helps me deliver quickly and efficiently to the many stakeholders we serve and support. Our success is built on teamwork."

Rabassa has this advice for radio: "I would like to see us do a better job at dismissing the common misperception that radio is a dying medium. By emphasizing listeners' needs, localizing our offerings, and keeping the emotional connection with the audience through our community events and through our talented radio personalities, radio offers benefits that no other service or platform can deliver. We must do a better job at staying relevant and move quickly to make our content available in whatever new ways technology drives us."



**HEIDI RAPHAEL**  
VP/Corporate Communications  
Beasley Media Group

With a megawatt smile that speaks volumes even before she utters a word, Heidi Raphael is one of the industry's most respected and most well-liked communicators. Having recently joined Beasley Media Group, she also finds herself on some familiar ground: Beasley last year acquired Greater Media, where she had served in similar capacities for more than 20 years. Raphael's role over the years as spokesperson and active member of the MIW Radio Group, for which she also mentors upcoming radio professionals, has further elevated her profile as a leader among her peers.

What does she tell those who have found mentors about the road to success in radio? "Learn as much as you can about the latest opportunities impacting our industry and network with others in the specific career

path you are interested in," she says. "Have a plan, be focused on what you would like to do, and do it! Don't be afraid to fail – just be sure to 'fail forward.' Find someone you respect in the industry and ask her or him to be your mentor."

Reflecting on her own success, she offers, "At the end of the day, it's not about what you had or what you did – it's about what you gave and how it impacted others in a positive way. That is what is important."

What would she like to see radio do better? "It's important that as an industry, we share a common goal in promoting radio's many strengths to the listeners, advertisers, and communities we all serve. We need to proactively remind them of how we are there when it matters most. And we need to embrace the latest capabilities and look for ways to partner with companies already on the cutting edge of technology to figure out how we can collaborate and work together."

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