

TRI-STATE

RADIO SHOW

**Cincinnati Marriott River Center
Covington, Kentucky**

March 31 | April 1



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Tuesday, March 31, 2026

4:00pm

Registration Opens - Lobby

5:00-7:00pm

Opening Reception - Atrium

Special Guest: Former Cincinnati Reds announcer and Baseball Hall of Fame Member, Marty Brennaman

Wednesday, April 1, 2026

7:00am

Registration Opens - Lobby

8:00am

Tri-State Radio Show Breakfast - Covington Ballroom

“Local Radio in 2026”

Mike Hulvey, RAB

**“How DC’s Decisions Impact
Local Radio”**

*David Oxenford, W.B.K.
Shawn Donilon, NAB*

9:00am

Coffee and Networking with Exhibitors - Atrium

9:30am

Professional Development Sessions

Terrace 1 “Is Video The New Audio?”

*Gabe Edney, Paragon TV
Tom Dobrez, Cool Radio Streaming*

**Terrace 2 “Radio Won the Ear,
Now it Must be Seen”**

*Mike McVay, McVay Media
Steve Newberry, Quu
Juan Galdamez, Xperi*

Terrace 3 “What Now, What Next?”

Jeff Schmidt, Radio Advertising Bureau

10:45am

Convenience/Snack Break

11:00am

Professional Development Sessions

Terrace 1 “Get an Edge with AI: Faster Content, Smarter Sales”

Chris Brunt, Jacobs Media

Terrace 2 “The Sales Bridge: Connecting Effort to Results”

Derron Steenbergen, Swagger Institute

Terrace 3 “14 Traits of the Very Best On-Air Talent”

Steve Wexler, WEXL Coaching

12:15pm

Convenience Break

12:30pm

Tri-State Radio Show Luncheon - Covington Ballroom

“Growth Opportunities in a Changing Media Landscape”

Paul Jacobs, Jacobs Media

“The Advantages of Locally Owned Radio Stations”

Mike McVay, McVay Media

1:45pm

Dessert and Networking with Exhibitors - Atrium

2:15pm

Professional Development Sessions

Terrace 1 “Time Management: Doing More with Less”

Amanda Fontaine, Mississippi Association of Broadcasters

Terrace 2 “Building the Radio Station of the Future”

*Tom Dobrez, Cool Radio Streaming
Jackie Parks, Envisionwise
John Wanzung, RadioFx*

Terrace 3 “AI, AI, OH”

Jeff Schmidt, Radio Advertising Bureau

3:30pm

Convenience Break

3:45pm

Tri-State Radio Show Closing & Prize Giveaways - Covington Ballroom



“Radio Won the Ear, Now it Must be Seen”

- Mike McVay, Steve Newberry & Juan Galdamez

“What Now, What Next?”

- Jeff Schmidt

The marketing and advertising world is changing faster than you can read this. AI, machine learning, Retail Media Networks, ChatGPT are all the buzz right now, but what are they, and how can they help us serve our clients? In this fast-paced session, learn to embrace disruption, embrace new ideas, and it will give your sellers the knowledge needed to feel confident when discussing digital media with any client. We will provide sellers with immediate, actionable information as they transform from radio sellers to multi-platform, multi-channel marketing experts whose clients and prospects depend on. With the research and resources available through RAB partnerships this content is constantly updated to reflect the most current data and tools available.

“How DC’s Decisions Impact Local Radio”

- David Oxenford & Shawn Donilon

During this session, we will unpack the latest topics and issues that directly impact local radio. We will also discuss recent FCC decisions and forecast hot button issues that broadcasters might expect over the next couple of years. Join David Oxenford, Wilinson Barker Knauer, and Shawn Donilon, National Association of Broadcasters, for this important session.

“Is Video the New Audio?” - Gabe Edney & Tom Dobrez

The why and the how of video streaming- Learn to create your next major revenue stream without adding a huge equipment expense.

“The Sales Bridge: Connecting Effort to Results”

- Derron Steenbergen

Sales success in broadcasting doesn’t happen by chance — it happens when consistent effort connects with purposeful execution. The Sales Bridge: Connecting Effort to Results helps broadcast sellers understand how daily habits, disciplined activity, and strong preparation translate into measurable revenue growth. In this session, participants will learn how to build a solid sales foundation through intentional prospecting, pipeline development, and professional follow-through, while also discovering how to confidently turn effort into results by asking for business, delivering meaningful marketing solutions, and strengthening long-term client partnerships.

“14 Traits of the Very Best On-Air Talent” - Steve Wexler

Why are some on-air talent truly “special” — while others are good, or average? What separates the very best from all the rest? We’ve found that the “breakthrough talent” share a combination of 14 inherent traits which will be revealed in this interactive session. We’ll discuss each trait, how to identify them, and how to coach them. Some of the traits are easy to spot while others require some digging. This session challenges some of radio’s traditional beliefs about what makes on-air talent resonate with your audience.

“Get an Edge with AI: Faster Content, Smarter Sales, Bigger Digital Wins for Radio” - Chris Brunt

AI is no longer an expensive tool for big corporations. For broadcasters across the Ohio Valley in small and mid-size cities, it is becoming a 360-degree sales enablement engine that helps stations create

Tri-State Radio Show Session Descriptions:

more marketable content, sharpen client strategy, and grow digital revenue with lean teams. This session is built for managers and station leaders who want practical ways to use AI to move faster, sell smarter, and compete more effectively across broadcast and digital.

“The Advantages of Locally Owned Radio Stations”

- Mike McVay

The Advantages of Locally Owned Radio Stations: The business has morphed over the last few decades. Be it from deregulation or the global pandemic; the approach of the most successful locally owned stations comes from taking advantage of their attributes. Talent, Sales, Promotion, and Marketing have new tactics that are rooted in best practices from the past. And there is one major reason local broadcasters win ... and that will be highlighted in this session.

“Growth Opportunities in a Changing Media Landscape”

- Paul Jacobs

Radio used to be so much simpler, but today between new technology, generational change and more, broadcasters are forced to deal with decisions and investments that didn't exist a few years ago. Paul Jacobs will attempt to make sense of it all, sharing research, perspective, and examples from stations that have successfully navigated these changes. It will be a fast-paced session with time for discussion and questions.

“AI, AI, OH” - Jeff Schmidt

As technology evolves rapidly, sales professionals face the dual challenge of adapting to new tools while maintaining fundamental sales principles. This session will explore the transformative role of artificial intelligence in the sales process, highlighting how AI enhances seller efficiency, streamlines operations, and improves outcomes. Join us to gain insights into leveraging AI effectively, addressing advertiser uncertainty, and thriving in an ever-changing media landscape. Discover practical strategies to integrate advanced technologies into your sales approach while fostering meaningful client relationships.

“The Radio Station of the Future”

- Tom Dobrez, Jackie Parks & John Wanzung

How to build, prepare and maintain your presence in your individual communities by engaging your audience through all means of communication. Learn how your tower is just the foundation of which to build your revenue base.

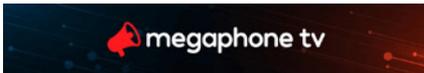
“Time Management: Doing More with Less”

- Amanda Fontaine

In today's fast-paced broadcasting world, many professionals are wearing multiple hats, juggling overlapping roles, and facing tighter deadlines than ever before. As stations downsize or shift responsibilities, the challenge isn't just getting it all done—it's getting the right things done, with less time and fewer resources. This interactive workshop will help you rethink how you manage your time, prioritize your tasks, and stay focused under pressure. Whether you're producing content, managing a team, handling sales, or all of the above, you'll leave with practical tools and strategies to maximize your productivity, protect your energy, and reduce burnout.



Exhibitors





Marty Brennaman

For 46 years, Marty Brennaman was the radio play-by-play voice of the Cincinnati Reds, retiring from the broadcast booth after the 2019 season. He covered World Series Championship teams in 1975, 1976 and 1990. He also covered 100 loss seasons and everything in between. For 31 of his seasons covering the team, Marty was teamed with Reds Hall of Fame pitcher Joe Nuxhall, the “Ole Left hander.” There was never a better broadcast team. Among Marty’s numerous awards and honors include being inducted in the National Baseball Hall of Fame, the National Sportscasters and Sports Writers Association Hall of Fame, and National Radio Hall of Fame. He was a seventeen-time Ohio Sportscaster of the Year winner and the 2019 Kentucky Broadcasters Association Distinguished Kentuckian Award winner.

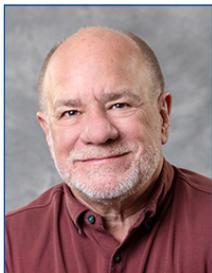


Chris Brunt

Chris has thirty-plus years’ experience in radio programming, digital content creation, and digital sales, most recently at Beasley Media, Detroit. During his time at Beasley, and Greater Media, Brunt made his mark in the development of websites, audio and video streaming, podcasts, and social media channels. As Digital Sales Manager, he drove increases in revenue by leveraging both owned/operated and programmatic media. Along with his duties at Jacobs Media, Chris develops revenue opportunities for jăcapps’ mobile apps clients. Chris is an alumnus of both Lyman Briggs School and the College of Communication Arts and Sciences at Michigan State University and resides in metropolitan Detroit.



About Our Speakers



Tom Dobrez

Tom Dobrez has worked at both the national and local levels of broadcasting throughout his career. He played an integral role in establishing StateNets, the marketing and sales representatives of the National Association of State Radio Networks (NASRN), and for nearly three decades led the state network industry while working with major broadcasters such as Learfield Communications, iHeart and CBS. During that time, he helped national advertisers including Dodge, State Farm and Geico develop regional marketing campaigns that supported small-market rural radio. In 2000, Tom was recognized by the political advertising community for his contributions and was later honored with NASRN's Vision of Success Award, an honor for which he remains the only recipient. He later purchased several radio stations in the Colorado resort towns of Vail, Aspen and Steamboat Springs, where his team was recognized by the Vail Valley Foundation as Small Business of the Year. In 2019, Tom purchased the assets of Stream My Station and launched Cool Radio Streaming, which now provides streaming services to hundreds of small and medium-market stations across the country. In 2023, he authored the memoir "Root Root Root for the Home Teams: A Chicago Fan's Odyssey to Find the Meaning of Life Through Sports".





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Shawn Donilon

Shawn Donilon is the executive vice president of Government Relations at the National Association of Broadcasters (NAB), where he oversees the organization's advocacy efforts on Capitol Hill and at the White House. Since joining NAB's advocacy team in March 2013, Donilon has played a key role in developing and executing the association's strategy on numerous major legislative issues, including passage of the STELAR bill, congressional opposition to a performance tax on broadcasters and securing Congress' appropriation of \$1 billion to fully reimburse broadcasters impacted by the spectrum repack. Prior to NAB, Donilon served as legislative director and counsel to Representative Charles F. Bass (NH-02), a member of the House Committee on Energy and Commerce, advising on a wide range of policy matters including TV incentive auction legislation and other media and technology issues. Before working on Capitol Hill, he consulted on a major media transaction reviewed by the Federal Communications Commission. Donilon holds a bachelor's degree in economics from Duke University and a Juris Doctor from the University of Southern California.



Gabe Edney

Gabe Edney brings more than two decades of experience in mass communication, combining leadership, creativity, and technical expertise across broadcasting and media production. Over his 21-year career, he has spent the past 11 years serving as General Manager and Sales Manager for three radio stations and a publication, where he has led teams, driven revenue growth and developed innovative programming and community initiatives. In addition to his work in radio, Gabe played a key role in launching the sports live-streaming production companies ParagonTV.com and

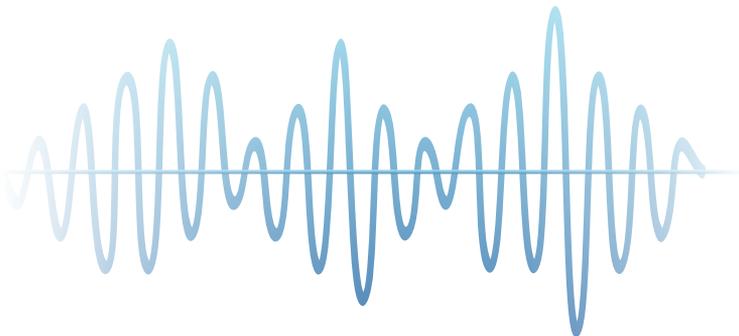
About Our Speakers

BigElkTV.com, helping expand access to local sports through digital platforms. Known as a creative problem solver, he has broad experience in management, event production, and audio and video engineering, bringing a hands-on approach to building strong media operations and engaging audiences across multiple platforms.



Amanda Fontaine

Amanda Fontaine is a nonprofit executive, speaker, and consultant with more than 25 years of experience in fundraising, leadership, and organizational development. She serves as President of the Mississippi Association of Broadcasters and President and CEO of She Gets Success. Known for her energetic and practical speaking style, Amanda delivers engaging presentations that combine real-world experience, relatable stories, and actionable strategies. She holds an MBA from Delta State University, where she also taught management and marketing, and has received numerous honors, including recognition as a Top 50 Woman in Business by the Mississippi Business Journal. Throughout her career, she has coached and trained more than 100 organizations, helping them strengthen leadership, improve performance, and achieve sustainable success.





About Our Speakers



Juan Galdamez

Juan is the Senior Director of Broadcast Strategy and Business Development at Xperi and a strong advocate for radio's future in the connected vehicle. Over the past decade, he has worked closely with broadcasters and the automotive industry to advance the adoption of technologies such as HD Radio, computer vision, connected devices, metadata, and audio processing tools. Juan's passion for radio began at WXTU-FM and continued through roles at WIHT-FM, WMZQ-FM, and WASH-FM in Washington, DC. Throughout his time at Xperi, he has championed the use of technology to enhance the listener experience, helping stations around the world strengthen their in-vehicle, mobile, and connected device offerings while improving metadata delivery to remain competitive in an evolving media landscape.



Mike Hulvey

As president and CEO of RAB, Mike Hulvey leads radio's advocacy efforts by driving business growth, increasing advertising revenue, communicating radio's digital transformation, and attracting new sales talent through recruitment and training. He joined RAB in April 2024 after serving as CEO of Neuhoff Communications, Inc., which owned and operated 20 radio stations in Illinois and Indiana along with a revenue-generating digital business. A lifelong broadcaster since age 8, Hulvey has been an active RAB member for over 25 years, holding leadership roles including board chair, Executive Committee member, and Sales and Local Advisory Committee member. He previously served as president of the International Broadcasters Idea Bank Board of Directors, was a National Association of Broadcasters board member, and chaired the RAB/NAB Radio Show Steering Committee for two years, joining the Broadcasters Foundation of America board in

About Our Speakers

September 2025. Active in local, state, and national volunteer organizations, he is also the founder of a nationally recognized summer mentoring program for aspiring broadcasters. Hulvey and his wife Julie live in Indianapolis, Indiana, with their four adult children and one grandchild.



Paul Jacobs

Paul Jacobs is the Vice President and General Manager of Jacobs Media, a company that has provided programming, digital, and revenue consulting to commercial, public, and Christian radio stations for over forty years and is credited with creating the Classic Rock radio format and advancing digital radio innovation. He also serves as President of jĀcapps, a major mobile app development company for radio with more than 1,300 apps worldwide. A frequent speaker at industry conventions, Paul is known as a revenue strategist helping broadcasters adapt to changing advertising and fundraising models, including the launch of Jacobs D.R., a digital revenue strategy. He has served as Board Chair of Greater Public and the Michigan Association of Broadcasters Foundation, was inducted into the Michigan Broadcasting Hall of Fame in 2016, received the Conclave's Rockwell Lifetime Achievement Award in 2019, Michigan State University's Distinguished Alumni Award in 2021, and in 2022 he and his brother Fred received the National Radio Award from the National Association of Broadcasters.



About Our Speakers



Mike McVay

Mike McVay is President of McVay Media, a consulting firm specializing in content creation, radio and network programming, podcast development, digital strategy, talent coaching, and artist development. A 40-year veteran of the radio and entertainment industries, he previously served as Executive Vice President of Content and Programming for Cumulus Media and the Westwood One network, overseeing programming for more than 450 stations along with podcast and digital initiatives. McVay has held roles as a consultant, programmer, on-air talent, general manager, and station owner, and helped launch nationally syndicated programs including “Delilah,” which he co-created with Delilah Renee, and The John Tesh Show. Widely recognized for his impact on broadcasting, he was inducted into the National Radio Hall of Fame in 2025 and has received numerous industry honors while continuing to consult and develop media talent worldwide.



Steve Newberry

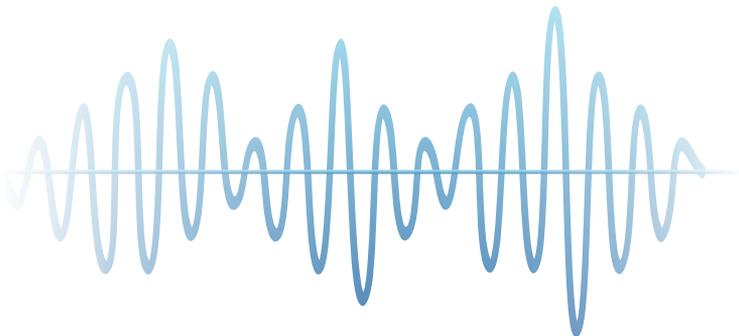
Steve Newberry is the Chief Executive Officer of Quu, a broadcast technology company that helps radio stations and advertisers deliver synchronized visual messaging on car dashboards, enhancing the listener experience while generating new advertising and revenue opportunities. A veteran broadcaster with over 45 years of experience, he previously served as Executive Vice President for Industry Affairs and Strategic Planning at the National Association of Broadcasters (NAB) and was twice elected Joint Board Chairman, representing both radio and television broadcasters nationwide; he is also a recipient of NAB’s National Radio Award. Steve began his broadcasting career at 14, purchased his first radio station at 21, and is the founder and chairman of Commonwealth Broadcasting Corporation, a Kentucky-based radio group serving communities across the state. He

is a past president of the Kentucky Broadcasters Association, a member of the KBA Hall of Fame, and a recipient of the association's Distinguished Kentuckian Award.



David Oxenford

David is a partner at Wilkinson Barker Knauer LLP in Washington, DC, with over 30 years of experience representing broadcasters on matters ranging from station acquisitions and sales to complex FCC regulatory issues. His clients include family-owned broadcasters, mid-market companies, major noncommercial licensees, trade associations, financing institutions, and digital media companies, including webcasters, on copyright, licensing, and business matters. He has negotiated landmark webcaster agreements, litigated sound recording royalties, spoken at national conferences, conducted webinars, and served as an expert witness, and has advised developing countries on media law. Honors include The Best Lawyers in America (2011–2013), Super Lawyer in Communications (2012–2013), and Associate Member of the Year from the Texas Association of Broadcasters (2011). He began his influential media law blog in 2006 and continues it at Wilkinson Barker Knauer.





About Our Speakers



Jackie Parks

Jacqueline “Jackie” Parks is the President and Owner of Envisionwise and Pivot Radio and a partner with Benztown, helping pioneer digital solutions for radio stations and local businesses through the StudioTexter platform, custom dynamic websites, Alexa skills, text messaging services and other revenue-generating tools. With more than 25 years of experience, Jackie has designed thousands of websites and built lasting client partnerships through her company’s commitment to innovative, results-driven digital strategies. A graduate of the University of Illinois Urbana-Champaign with a Bachelor of Fine Arts in Graphic Design, she has grown into a respected entrepreneur and consultant known for helping clients grow revenue while navigating the evolving media landscape. Jackie remains deeply connected to the radio industry, leading her team in developing adaptable digital products while maintaining a hands-on approach with clients. Outside of work, she enjoys outdoor adventures, concerts and live music, and especially spending time with family and friends.



Jeff Schmidt

Jeff Schmidt is a Senior Vice-President, motivator, and leader whose purpose is to inspire, engage, educate, equip, and empower people. His mission is to build belief and confidence, helping individuals achieve success on their own terms. Though his mother hoped he would become a preacher or lawyer, Jeff became a salesperson with the Midwest Family Broadcast Group in the 1980s. He has over 30 years of experience in radio, advancing from sales manager to regional vice president, navigating ownership changes, and thriving in various sales roles. As Senior Vice President of Professional Development, Jeff leads RAB’s training services, working with industry leaders to address the evolving needs of a sales force focused on digital and integrated marketing. His passion is helping others improve, guided by his personal mission to think big and make big things happen.

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Derron Steenbergen

Derron Steenbergen is the President and Founder of The Swagger Institute, a training and consulting organization specializing in fundraising, sales, leadership development, and motivational speaking, helping professionals and organizations build skills and confidence through engaging seminars and hands-on training. He is also a founder and partner of the Ten Minute Trainer Network, a leading online platform for practical professional development. Before Swagger, Derron spent many years as Chief Revenue Officer for Commonwealth Broadcasting Corporation, gaining over 30 years of broadcast sales experience. He later launched Golden Rule Fundraising, the nonprofit division of Swagger Institute. Known for simple, actionable strategies and high-energy presentations, he has been called “the most relatable sales guy in the country” and “a modern-day Zig Ziglar.” A former Chair of the Kentucky Broadcasters Association, Derron remains active in civic organizations in South Central Kentucky. He lives with his wife Krista and their three daughters and enjoys cigars, proudly holding the title of Certified Bald Eagle Watcher.



John Wanzung

John Wanzung is the founder and CEO of RadioFX, where he is dedicated to helping local and independent radio stations thrive in the evolving digital landscape. A lifelong radio and music enthusiast, Wanzung has built his career around developing technology that empowers broadcasters to better engage their audiences and grow revenue. Through the innovative mobile app platform created by RadioFX, stations gain proven tools that strengthen listener interaction and extend radio’s reach in the digital age. When he’s not working to advance the future of broadcasting, Wanzung enjoys attending live concerts, fishing on lakes and streams, and spending time in mountain towns searching for local live music after a great day of skiing.

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Steve Wexler

Steve Wexler began his broadcasting journey at 17 by creating a make-believe radio station, “W-E-X-L Radio,” in his bedroom and visiting WTMJ in Milwaukee, where he was allowed to help on-air staff, sparking a career from the control room to the executive boardroom. He held TV and radio management roles in Portland, OR, Seattle, WA, Tucson, AZ, and Omaha, NE, before returning to Milwaukee as executive vice president at Journal Broadcast Group. In 2012, he became division head of Journal’s radio division and continued through its merger with E.W. Scripps; in 2018, he led the sale of the radio group to four companies, including Good Karma Brands, where he stayed until 2022 before launching W-E-X-L Coaching & Development, LLC. In 2024, he served as interim CEO at Illinois-based Neuhoff Communications, guiding a management transition and sale, while also presenting his “Wexcellence Tour” workshops on leadership, culture, talent, and sales. Steve serves on the board of the Wisconsin Broadcasters Foundation and has held leadership roles with the National Association of Broadcasters, the Radio Advertising Bureau, and the Wisconsin Broadcasters Association. He and his wife Amy live near Milwaukee, Wisconsin, with their two children and three grandchildren.



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