

Jim Russell's Associates

The following individuals are all professional associates of mine whom I know to have great professionalism and extensive knowledge of public radio.

Name	Specialization	Description	Contact Information
Allison, Jay 	Independent Broadcast Journalist and Producer	Producer of award-winning work for ATC, ME, This American Life, Nightline, and others. Curator and coproducer of This I Believe, coproducer of Lost & Found Sound.	50 Hilton Avenue Woods Hole, MA 02543 (508)548-8585 jwa@well.com www.transom.org www.prx.org www.jayallison.com
Bailey, Dr. George President Walrus Research 	Audience Researcher	We design, conduct and interpret audience research – especially for radio. We do focus groups, perceptual surveys, program testing, recontact studies, or secondary analysis of Arbitron data as appropriate. Recent national studies include A Sense of Place - the Value and Values of Localism in Public Radio, for the PRPD and NPR's Local News Initiative, and Audience 2010 - Reinvigorating Public Radio's Public Service and Public Support with AudiGraphics, Inc, for the Radio Research Consortium.	Box 40 Greenbush, WI 53026 -0040 (920) 526-3593 WalrusResearch@aol.com
Candow, David 	Editorial & Production Training	David is known as "The Host Whisperer" because of his remarkable ability to work with hosts and on-air talent to improve their performance. He is the former Director of Training of the Canadian Broadcasting Corporation In September, 2008, the Washington Post did a fine profile of David. Check it out: http://tinyurl.com/davidcandow	4156 Judson Common Burlington, Ontario L7M1Z7Canada (905) 635-1121 (905) 484-2860 dcandow@cogeco.ca
Dvorkin, Jeffrey 	Journalism ethics, critical thinking about journalism, newsroom development	Former NPR Ombudsman, News VP; Managing Editor, CBC Radio	Jeffrey Dvorkin 7218 Delfield Street Chevy Chase, MD 20815 301-656-5484 (o) 202-744-8682 (c)
Foley, Dennis 	Radio Broadcast Consultant, Freelance Producer, Podcasting Specialist	Technical Producer with over 20 years of radio broadcasting experience.	HomeWork Productions & Sound Design Consulting 7 High Street Somerville, MA 02144(213) 324-3528 dennis@homeworkproductions.com www. homeworkproductions.com

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Name	Specialization	Description	Contact Information
Garcia, Pablo 	Engineering (Director of Engineering and Operations, KUSC-FM, USC Radio)	Design and operation of broadcast and production facilities	521 North Reese Place Burbank, CA 91506 (213) 268-4181 pgarcia@scpr.org
Gronau, Kathy CREATIVE PR 	Publicist, Marketer	Creative PR is a full service agency specializing in Public Radio with over 15 years experience. Kathy Gronau heads a staff of four experienced professionals assisting clients in the areas of: * marketing * branding * publicity * advertising * event planning	888-233-5650 FAX: 323-651-0320 EMAIL: info@creativepr.org www.creativepr.org/
Jim Harman Marketing Consulting 	Marketing, Branding, Advertising, Sponsorship consulting	Jim has led the corporate marketing and advertising functions of two of the most notable corporations of our time—GE (23 years) and Tyco International (4 years). During that time he managed the world famous, "We bring good things to life." ad campaign and directed the rejuvenation of Tyco's reputation following a management scandal. Both assignments have included public radio and television sponsorships— <i>Marketplace</i> (Public radio) and <i>The McLaughlin Group</i> (Public TV). Today he provides consulting services in marketing, advertising and public broadcasting sponsorship.	James R. Harman Marketing Consulting 11 Bushy Ridge Westport, CT 06880 203 521 0046 jrh06880@aol.com
Josephson, Larry President, The Radio Foundation 	Executive Producer, program creator, gadfly.	A 40-year veteran host and producer of public radio. Josephson has won the prestigious Peabody Award and three Grammy® nominations for his work with Bob & Ray.	1 West 89th Street New York, NY 10024 (212) 595-1837 larryjo@radioart.org

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Name	Specialization	Description	Contact Information
Kalbfeld, Brad Principal, Interactivity, LLC	Integrated content, business and technology planning, coaching on editorial quality and on newsroom workflow.	Most media companies are built primarily around a single platform. Brad helps them expand revenue and update workflow to serve all platforms with quality and efficiency. Mg, Ed. of AP Broadcast for more than 20 years, his experience includes business and technical planning, budgeting, workflow analysis, and staff training. He's the author of AP's Broadcast News Handbook. His unique blend of experience in business, technology and news enables him to provide clients with a fully integrated approach to expanding revenue while protecting the quality of their content.	2620 Occidental Drive Vienna, Va 22180 (703) 698-8650 vwww.interactivitymedia.com bkalbfeld@interactivitymedia.com
			
Leiderman, B.J. Creative Director, Leiderman Music	Composer, writer, B.J. producer	For over 30 years, award-winning composer BJ Leiderman has enjoyed a multifaceted career as composer, lyricist, producer, copywriter and voice talent. He is best known as composer of the themes for Morning Edition, Weekend Edition, Car Talk, The People's Pharmacy, Common Ground, A Moment In Time with Dan Roberts and Wait, Wait, Don't Tell Me! on National Public Radio and Marketplace on American Public Media. Leiderman has scored numerous TV and radio commercials and corporate promotional videos.	bjleiderman@mac.com 757.481.5732 http://www.bjleiderman.com http://digitalmedia.oreilly.com/2005/03/30/leiderman.html
			
Livingston, Tom, Livingston Associates	Describes company as "public broadcasting's search firm. We have helped find hundreds of qualified applicants for positions throughout public radio and television."	Search Coaching Strategy & Assessment Facilitation, Meeting Planning, Project Management Joint Licensee Grant Writing	200 West Cold Spring Lane 2nd Floor Baltimore, MD 21210 410 243 1974 703 798 1199 (cell) (410) 385-1100 (fax) tom@livingstonassociates.net www.livingstonassociates.net
			

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Name	Specialization	Description	Contact Information
<p>Marcotte, Mike MVM Consulting</p> 	<p>Mike's Mission: To serve the ideals of public broadcasting in the emerging new media environment. Mike's interest and expertise is news management, particularly hiring, training, planning and problem-solving.</p>	<p>Michael has been in the radio news business for 30 years. He was president of PRNDI and former news director at KPBS, San Diego and KPLU, Seattle-Tacoma. He directed the Jacobs Project for Reporting Excellence and has taught broadcast journalism at four universities. He's currently consulting for public media. Recent projects include the Public Radio News Directors Guide, news training in Korea, planning/presenting the "One Staff, Many Platforms" session at the Public Media Conference (for Integrated Media Association), and newscast evaluations for KTOO, Juneau.</p>	<p>2051 Cliff Drive #10 Santa Barbara, CA 93109</p> <p>Call: (619) 201-2677 Write: mm@mikemarcotte.com www.mikemarcotte.com</p>
<p>Martin, Steve SFM Consulting</p>		<p>Program development and rep services for stations and producers, including development and on going support for call-in talk shows; effective scheduling; strategic on - air promotion; talent development; audience research; management coaching. For producers: assessing marketplace for new programs; evaluation of effectiveness in reaching target audiences; designing and implementing marketing strategies to increase distribution and build audience.</p>	<p>2579 John Milton Drive Suite 105-206 Oak Hill, VA 20171-2527 703.715.0827</p> <p>steve@sfmconsulting.com</p>
<p>Oliver, Craig</p> 	<p>Radio audience analysis and programming strategy.</p>	<p>"I help station people and producers understand and apply audience research, especially Arbitron estimates." Former President of Radio Research Consortium and Public Radio Program Directors' Association. Was Director of Broadcast and Affiliate Services for PRI and Program Director of WAMU-FM in Washington, DC.</p>	<p>P.O. Box 632 Silver Spring, Maryland 20918 301-593-9880 (Phone) 301-593-7067 (FAX)</p> <p>craigsoliver@mindspring.com</p>
<p>Peters, Nick principal of onMessage, an independent media consultancy in Monrovia, CA and</p> 	<p>Media solutions</p>	<p>His specialty is finding the compelling stories in brands that extend and matching them with media formats, platforms and audiences. 18 years as a senior executive with Medialink Worldwide, the global leader in media services for Fortune 500 companies and top PR agencies, and 14 years as an award-winning journalist with three major market daily newspapers, WHYY-FM (NPR) Philadelphia and CBS News.</p>	<p>(323) 646 2651</p> <p>phlash51@hotmail.com</p>



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Ramsey, Mark President Mercury Radio Research	Head of one of the radio industry's leading research companies	A key strategic advisor to many broadcasters nationwide, including CBS Radio, Entravision Communications, Saga Communications, Susquehanna Radio, Corus Entertainment, and many others. He has published articles in all the major radio trade publications and is a recognized radio futurist. Author of the well-known and widely-quoted <i>Radio Marketing Nexus</i> – now the home of hear2.0. His most recent book <i>Fresh Air: Marketing Gurus on Radio</i> , is available through Amazon.com and Barnes and Noble.	Mark Ramsey President Mercury Radio Research 17090 Bernardo Center Drive, Suite 126 San Diego, CA 92128 (858) 485-MERC http://www.merccradio.com
			
Rathe, Steve Murray Street Productions	Program Production & Development, Webcasts, Podcasts, Marketing,	Steve Rathe led NPR's folk, jazz and contemp. music programming, receiving Peabody, Headliner and Prix Italia music awards and several Grammy nominations. Now he heads Murray Street Productions with shows like "HEAT with John Hockenberry," "Jazz at Lincoln Center" and more. Lately, he's been helping establish new platforms for public broadcast content. Rathe continues to produce for NPR, PRI APM, PRX, and consults for stations, satellite radio providers, non-profits, arts institutions and other independent producers.	Murray Street Productions 69 Murray Street New York, NY 10007-2136 212 619 1475 steve@murraystreet.com www.murraystreet.com
			
Selik, Laurie Fundraiser	Services: Fundraising plan development, Prospecting, Grant Writing, Budget development and more.	A public radio veteran with a 10+ years of successfully developing support for public radio's national business program, <i>Marketplace</i> and the arts and culture program, <i>Weekend America</i> . Accomplished in developing and managing large grant awards from private national foundations, plus government agencies such as the National Endowment for the Arts and the Corporation for Public Broadcasting.	Laurieselik@gmail.com . (310) 968-7606
			
Shuman, Phil President, Shuman Communications	Corporate communication and sponsorship consulting.	Philip J. Shuman established an independent practice in 1990, specializing in corporate communications and sponsorship consulting. Current clients include The National Geographic Society, WNYC-New York, Jumpstart Productions, the WFMT Network, the Alliance for Downtown New York (includes client relationships with American Express, Starbucks, and the Metropolitan Transportation Authority), Worcester Polytechnic Institute (WPI) and Spiegelworld Productions.	Prior to establishing his own firm, Mr. Shuman spent twelve years with the New York office of Burson-Marsteller, serving as vice president and associate creative director. Reachable c/o Jim Russell Productions
			

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Name	Specialization	Description	Contact Information
Siemering, Bill 		Believing that radio is the most powerful medium in many developing countries to affect people's lives, he works to help build effective stations that endure and strengthen communities. Founder and president of Developing Radio Partners that takes a grass roots, participatory, country-wide approach to media development. He is both a teacher and learner, researching good practices, learning from field experiences from South Africa to Mongolia and applying them in new democracies.	bill@developingradio.org www. developingradiopartners.org
Wienk, Chris The Radio Programmer, Creative Chief, CW Design 	Graphic design for print and web. Website design, layout and maintenance. Radio programming consultation - all formats.	Chris' experience in public broadcasting and in marketing (nearly 30 years in radio, and 2 years of running one of Connecticut's premier ad agencies) makes him uniquely qualified to assist in branding and marketing with clean designs that are eye catching and focused on the target audience.	(518) 880-3434 chris@radioprogrammer. com