

# 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
<b>Bailey, Dr. George</b> 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
<b>Candow, David</b> 	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: <a href="http://tinyurl.com/davidcandow">http://tinyurl.com/davidcandow</a>	4156 Judson Common Burlington, Ontario L7M1Z7Canada (905) 635-1121 (905) 484-2860 ☐☐ dcandow@cogeco.ca
<b>Dvorkin, Jeffrey</b> 	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)
<b>Foley, Dennis</b> 	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
<b>Garcia, Pablo</b> 	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

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<b>Gronau, Kathy</b> 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/
			
<b>Jim Harman</b> 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
			
<b>Josephson, Larry</b> 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
			
Photo by Ric Kallaher © 2007			
<b>Kalbfeld, Brad</b> 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
			

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<b>Leiderman, B.J.</b> 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  <a href="http://www.bjleiderman.com">http://www.bjleiderman.com</a>  <a href="http://digitalmedia.oreilly.com/2005/03/30/leiderman.html">http://digitalmedia.oreilly.com/2005/03/30/leiderman.html</a>
			
<b>Livingston, Tom,</b> 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
			
<b>Martin, Steve</b> SFM Consulting		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.	2579 John Milton Drive Suite 105-206 Oak Hill, VA 20171-2527 703.715.0827  steve@sfmconsulting.com
			
<b>Oliver, Craig</b>	Radio audience analysis and programming strategy.	"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.O. Box 632 Silver Spring, Maryland 20918 301-593-9880 (Phone) 301-593-7067 (FAX)  craigsoliver@mindspring.com
			

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<p><b>Ramsey, Mark</b> President Mercury Radio Research</p> 	<p>Head of one of the radio industry's leading research companies</p>	<p>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.</p>	<p>Mark Ramsey President Mercury Radio Research 17090 Bernardo Center Drive, Suite 126 San Diego, CA 92128 (858) 485-MERC  <a href="http://www.merccradio.com">http://www.merccradio.com</a></p>
<p><b>Rathe, Steve</b> Murray Street Productions</p> 	<p>Program Production &amp; Development, Webcasts, Podcasts, Marketing,</p>	<p>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.</p>	<p>Murray Street Productions 69 Murray Street New York, NY 10007-2136 212 619 1475  <a href="mailto:steve@murraystreet.com">steve@murraystreet.com</a> <a href="http://www.murraystreet.com">www.murraystreet.com</a></p>
<p><b>Rue, Sheila</b> President SR Sound Programming</p> 		<p>Sheila is an advisor, coach and consultant for public radio stations. She offers planning and direction for stations in on-air sound, programming, announcer presentation, Arbitron analysis, station promotions and production, programming changes, and on-air fundraising. She has 28 years of public radio experience and has been program director at four stations in small, medium and large markets. In addition, she has 12 years experience as a professional trainer and teacher in public radio.</p>	<p>1005 Parkman Street Altadena, CA 91001 (626) 791-9346 (626) 298-0446 (cell) (240) 757-0777 (fax)  <a href="mailto:srue@mindspring.com">srue@mindspring.com</a></p>
<p><b>Selik, Laurie</b> Fundraiser</p> 	<p>Services: Fundraising plan development, Prospecting, Grant Writing, Budget development and more.</p>	<p>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.</p>	<p><a href="mailto:Laurieselik@gmail.com">Laurieselik@gmail.com</a>. (310) 968-7606</p>

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<b>Shuman, Phil</b> 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
<b>Siemering, Bill</b> 		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
<b>Smith, Israel</b> I.S. Marketing, LLC 	Local programming strategy, national program marketing and launches, new program assessment and market testing. "We don't make shows - we make sure they're heard."	I.S. Marketing works with a small group of clients to grow audiences and listener sensitive revenue. Our proven processes create results, maximize fun, and simplify the most complex project.  Senior collaborators include Deb Blakeley and Craig Oliver.	Minneapolis, MN 612-377-3256  ismarketing@yahoo.com
<b>Sturgeon, Jennifer</b> 	Marketing, Advertising and Business Development Expert	Jennifer has over 15 years of experience as a Marketing professional. She began her career in advertising working for a leading West Coast advertising agency planning both traditional and online media for many national clients. She transitioned from media planning to advertising sales and business development for industry leaders such as Walt Disney and Time Warner. Today she provides marketing consulting services in the areas of advertising, marketing and business development.	3 Parton Court Lake Forrest, IL 60045 (847)n 235-2396 (310) 614-2018 jennifer@programdoctor.com

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<b>Wienk, Chris</b> 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

