

# 2014

marks the 15th year for what's become one of our most popular lists. The Most Influential Women in Radio issue began in 1999, when the list of names was much shorter and those who occupied the list less influential. But today, some of these influencers will also appear on our 40 Most Powerful People in Radio list, and many hold important positions at the NAB, the RAB, and of course inside their own companies.

The consistent theme among our 2014 female influencers is the value of mentoring. So many say they have made it to a position where they can influence the industry because they had mentors at every step in their careers. It's advice anyone hoping to make it in this business can take to the bank: Find someone successful and seek them out as a mentor. Perhaps someone on this 2014 list could be your next mentor (we've included all of their contact information, so don't be shy).

The information in the pages that follow is priceless if your goal is to advance and succeed in radio. We asked our Most Influential Women to give you advice on making it in an industry with fewer and fewer jobs. They've all traveled down that road, so what each of them has to say may be exactly what you need to take your own game to the next level.

*Radio Ink* is proud to present 2014's Most Influential Women in Radio.

— *The* —

# 2014

# MOST

# INFLUENTIAL

# WOMEN

— *in* RADIO —



**HEATHER COHEN**  
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**Who I admire most:** "WOR radio's Joan Hamburg. Joan was on the air in NYC for 35-plus years and is a household name in the market. She is elegant and fearless. Her devotion to each individual listener is beyond inspiring. Joan taught me that through hard work, honesty, and great preparation, you can achieve your goals. In addition, she taught me to take the occasional personal moment to enjoy the beauty around me and laugh. I also greatly admire Eric Weiss, Mike McVay, and Harvey Nagler, who have each uniquely enriched the lives of so many in our industry."

**Advice:** "You need to be well prepared in everything you do. Continual networking is vital. Effective networking influences the success of many individuals. You may be the very best at what you do, but if people in the industry don't know your name or face, you will find your opportunities to be self-limiting. Actively participating in industry conventions can be invaluable."



**BJ CORRIVEAU**  
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**Person I admire most:** "Honest Abe. Stuck his neck out, battled against all odds and naysayers, righted a fundamental wrong, and paid the ultimate price. Lincoln wasn't self-focused, nor concerned about what people would say, he just did the right thing. Integrity, that's what I admire him for most."

**Advice:** "'Stay thirsty, my friends.' The Most Interesting Man has it right! We need to satiate our need for knowledge and growth – leverage new technologies, surround ourselves with a diverse group of positive people, and do good. Exude enthusiasm. It's contagious."



**JANA COSGROVE**  
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**Advice:** "To be successful in radio, be a student of everything that is going on, not only in our industry, but with competitive mediums, emerging technologies, and consumer behavior. Understand that as consumers, we are bombarded with messages and we consume media in many different ways. It is important to understand that radio serves consumers in an important way, and listeners are highly engaged. The ability to understand that and come up with creative ways that advertisers can use radio to engage with consumers is critical to success in sales. Radio can offer comprehensive and integrated solutions because we are on air, on-site, mobile, and digital."

CONGRATULATIONS



HEATHER COHEN

selected as one of the

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INFLUENTIAL  
WOMEN IN RADIO

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