

RADIO **INK**

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RADIO'S

100
MOST INFLUENTIAL
WOMEN
IN
RADIO

BETH NEUHOFF

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WOMEN
BEING
PROMOTED
ENOUGH?

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THE FEMALE
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THE 100 MOST INFLUENTIAL WOMEN IN RADIO

Introduction by *Radio Ink* EVP/GM Deborah Parenti

There is nothing like a celebration, and in this issue of *Radio Ink*, we celebrate the achievements of 100 incredibly talented and dedicated women who are making a difference every day in radio. Their hard work, determination, and passion not only set a wonderful example to others, but represent the ultimate payoff for those who have guided and led them over the years.

When the first MIW list was released, in 1999, there weren't too many mentors for women in the industry. Since that time, companies have increasingly stepped up to the plate, cultures have changed, and a new generation of confident women has emerged. And thanks to an early handful of women who became role models, other bright, aspiring women have been encouraged to bring their talent to radio, increasing the influence of women in all aspects of the industry. That some of these influencers also appear on our 40 Most Powerful People in Radio list, and that many hold important positions at radio companies and trade associations across the country, are testaments to these efforts. Mentoring makes a difference.

That's why *Radio Ink* is also proud that this list, which started with 10 women and now includes 100, was the catalyst for the creation of the Mentoring and Inspiring Women in Radio Group, an all-volunteer organization whose mission is to offer time, wisdom, and guidance to women seeking careers in broadcasting. This issue includes 100 examples of what mentoring and inspiring can achieve, and we encourage you to become part of it!



Kim Bryant

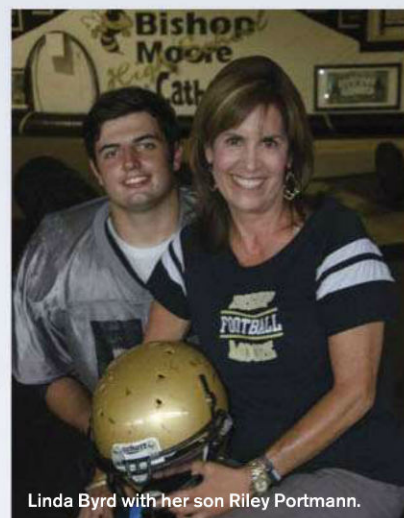
EVP/Western Region
Westwood One

Linda Byrd

Market President
iHeartMedia
Orlando
lindabyrd@iheartmedia.com

Linda Byrd has provided real leadership consistency for iHeartMedia: She's moved only once, managing the cluster in Jacksonville for 15 years before transferring to Orlando, where she's served as manager for the last 16 years. Byrd says she owes her success to being relentless and resilient. She can be tough to work for, but also has an amazing ability to retain top-quality people. As she points out, "My five direct reports/senior leaders have worked for me for 90 years collectively, and I'm not that old."

To succeed in 2015 and beyond, Byrd says it's important to put a lot of effort into hiring talented people. She adds, "You must be very connected in your community, at all different levels, with many different industries. You must have great vision and be willing to take risks, try different things. You must create a culture of 'take no prisoners.' And most importantly, you must have balance in your work and life, and you must understand, encourage, and embrace that with your team."



Linda Byrd with her son Riley Portmann.

Heather Cohen

EVP
The Weiss Agency
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Heather Cohen handles some of the radio industry's top talent and gets a ton of respect from industry executives, and she says being passionate about her clients makes her job so much easier: "I love what I do and have great respect for the people I work with and represent. I have spent years cultivating strong relationships on both the talent and management sides. Integrity is a vital aspect of our operation."

Cohen advises that, to make it in radio in 2015 and beyond, it's essential to embrace new technology, methodologies, and change. "After careful research and analysis, one must be prepared to take a risk in this ever-changing environment," she says. "We need to be open to learning new things and spend time listening to and implementing new ideas."



Neida Cochran

Radio Journalist
Host, *GLR Minuto60*
GLR Networks/Prisa Internacional
Telemundo Network/NBCUniversal

"The formula to succeed is simple," Cochran says. "Hard work, knowing what you want, understanding your audience, having passion for what you do, believing in yourself and your power, as a human being and as a journalist. I began my career in television and radio in Honduras when I was 17 years old. I had just graduated from high school. From the first time I sat in front of a microphone, I knew there was magic between that cold device and me. Listening to myself in recordings at the beginning of my career in the communication business was not pleasant, but as the time passed, I realized my value was in what I said and how I said it, more than if my voice was pretty or not. Thirty-six years later, I understand the power of a microphone, and when I sit in front of one, I make sure to make a positive impact with whatever message I deliver."



For an extended look at the responses from the 2015 MIWs, go to radioink.com/mostinfluential.