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“KINGMAKER” AUTHOR CINI SPEAKS AT RADIO MIW RAB SESSION

*Joanne Cini and RadioMIW panelists Offer Advice on Being the One Your Company
Wants to Keep...On Your Terms*

(Atlanta, GA) February 9, 2005 – Following a presentation on “Mattering” within your company from Joanne Cini, the author of the business book “Kingmaker, Be the One Your Company Wants to Keep...On Your Terms” (Prentice Hall/www.joannecini.com) three high-powered women radio executives will share their experiences as they have risen the ladder of success in radio broadcast management.

Joining Cini to recount their personal experiences at the Saturday, February 12 (9:30-10:45 am, Manila/Singapore Room) session at the Atlanta Hyatt Regency RAB convention are Nancy Vaeth-DuBroff, SVP/Regional Manager, Susquehanna Radio; Judy Carlough, VP/Mgr of Business Development, Clear Channel Katz Marketing Advantage; and Kristine G. Foate, President and CEO, Summit City Radio Group, LLC. Foate is also an active participant in the RadioMIW mentoring program.

Key bullet points from Cini’s presentation:

1. Business as Usual

- There is no Usual!
- Politics in the day-to-day.
- Ego, Fear and Competition: 3 important drivers.
- Kingmaker: Who/What/How: Your personal value Kingdom

2. Be The One Your Company Wants to Keep...

- Value Match with your Company to playdown distraction and get to great work.
- Excellence, Truth, Anticipation and Planning: 4 Keys to an uncluttered life.
- Learn, Ask, Absorb and Do: Become *The Go-to-Person*

- more -

3. Raise your Value

- Start with Yourself.
- Affect the company margin from any position.
- Become a Kingmaker.
- Secure a Champion/Mentor.

4. Keeping Clear on What you Want

- Stay tuned to your values.
- Make informed choices: Drop Ego.
- Awareness Rules!
- Improving your day-to-day.

5. On Your Terms

- Identity.
- Balance and meaning.
- The work is bigger than you are!
- Free Agency.

Cini is a former Media Sales and Marketing executive who will offer strategies to guide important decisions for your career and life plan. You'll learn value-nourishing ways to thrive, even in tough times, while holding on to your values, and planning for the rest of your life. Topics include raising your Value, Managing Change, Free Agency, Mentoring and more. Vaeth-DuBroff, Carlough and Foate will join Joanne in the discussion with the goal of giving you a greater passion for your own job and value, and techniques for your department or management team.

BMI and AWRT are also hosting a networking celebration for all the women in radio at RAB on Friday night, February 11, from 7:00-9:00 pm in the Courtyard Room of the Hyatt Regency in Atlanta.

For more information about the MIW Mentoring Program or to become part of the MIW Network, go to www.RadioMIW.com.

The MIW group of top-level radio women across the country which got its start as a result of Radio Ink Magazine's annual listing of "The Most Influential Women in Radio" has dedicated themselves to using their influence and resources to help put more women in positions of leadership in radio. They recently renamed their organization "Mentoring and Inspiring Women" to better reflect the group's ongoing mission.

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Joanne Cini BIO

Author *Kingmaker - Be the One Your Company Wants to Keep...On Your Terms* (Prentice Hall, Feb '04) www.joannecini.com joanne@joannecini.com

Joanne is a former Television Sales and Marketing Executive who worked at the 4 major networks owned and operated divisions. Joanne was integral in 3 corporate startups including NBC TV Stations Sales and Marketing, a national rep firm, and a TV Stations Internet Group.

Joanne Cini was a powerful, energetic, intelligent and modern Television Industry corporate executive. She realized documented success by understanding and defining goals and creating a process around the objective. The true secret is in the way she worked to create environments that treated people with dignity and cleared the way for focus and enterprising execution of the goal. It's the People, Stupid!

Joanne is a motivator, coach, mentor and leader. Her belief in the dignity of the individual, and appreciation for excellence, combine to move people. She displays a true sense of responsibility to the goal and the people involved in the execution.

Her presentations to customers are persuasive and result in sales. Her presentations to internal customers move them quickly and optimistically to action.

Joanne has also been successful in motivating teams in a virtual environment, the most difficult, 15 separate and remote locations using phone and same time visual technical aids.

In 16 years of management on several levels, the experiences have varied, but the lesson learned is clear. The recipe for success in business today is to attract and retain "A" players.

The key is to build a supportive yet formidable climate for employees who are stretched as never before.

How do you create this atmosphere? Joanne's charter for success is: open and honest communication, team building, respect for the individual, safety and celebration. Also, identifying stakeholders, respect for process and the courage to be a visionary. Laughing in the face of indignation and keep all eyes on the prize.

Educate and train to keep action current and succinct and on the road to perfect execution. Work to control redundancy. Hate waste.

Identify a cancer and kill it. Support and "tough love" when required. Courage extensions to "just do it." Be resourceful and resist taking no for an answer. Have fun and love what you do.

Joanne has worked for ABC, FOX, CBS and NBC, a division of General Electric Company. Challenges included: moving FOX from independent to network status, re-positioning CBS programming, starting an in-house representative firm for NBC (interviewed over 700 people to fill 150 posts), head a sales division for Internet sales for NBC TV Stations Interactive, create an associates program for NBC's sales division. Resistance to goal was the most serious obstacle at every position. Every position was successful.

Kingmaker ***Be the One Your Company Wants to Keep...On Your Terms*** was published by Prentice Hall in Feb, 2004. The book is based on her management experience and proves that it is possible to have a thriving career, even in tough times, while holding on to your values and planning for the rest of your life.

Positions:

Senior Vice President, NBC TV Stations Sales and Marketing

General Sales Manager, WCBS-TV New York

Vice President, Local Sales Manager, WNYW-TV New York

National Sales Manager, WXYZ-TV Detroit

Account Executive: ABC Spot Sales New York, ABC Spot Sales, Chicago, WXYZ-TV Detroit

Joanne is available for event speaking, sales seminars and on-air career talks promoting ***Kingmaker*** ***Be the One Your Company Wants to Keep...On Your Terms***.

Contact: Joanne@joannecini.com www.joannecini.com