



For Immediate Release

For More Information

Contact: Dianne McDowell
Tele: (319) 398.8106
Fax: (319) 286.9383
Email: dmcdowell@nrgmedia.com

Radio Industry Recognizes NRG Media Program Directors As *The Best in America*

Cedar Rapids, IA – Nov 7 – Upon reading the first paragraph of the “Best Program Directors in America” article in the October 24 issue of Radio Ink magazine, you would think the story was copied from a scene out of “Survivor.” *“It takes a thick skin to deal with the constant pressures to improve what comes out of the speakers. It takes a lot of time to entrench a station brand in the community....and a lot of hard work to gather and manage the personalities that make up a successful on-air staff.”*

Those statements easily define the three long-time programming leaders of NRG Media who were nominated for the honor including Jeff Winfield, NRG Media Director of Programming; Neil Nelkin, AM Operations Manager for NRG Media in Omaha, NE; and Mark Reid, Operations Manager for NRG Media in Kearney, NE.

Program Directors are responsible for the on-air sound of a station, manage and coach the on-air talent and are the visionaries for the station’s brand delivery in the community. The three were each recognized for their overall innovation in radio and for their relentless dedication to the product they oversee. “To be a great PD requires vision, collaboration and a great communication. He or she isn’t afraid of a challenge, uses a healthy mix of science and good old-fashioned gut, and is tried at the end of the day,” said Winfield. Winfield oversees and manages the programming departments of NRG Media’s 45 stations located in Nebraska, Wisconsin, Iowa, and Illinois.

Veteran Program Director Neil Nelkin oversees the programming for the AM stations in NRG Media’s number one market of Omaha, Nebraska. He has led the operation for decades programming a complex mix of formats including Sports/Talk KOZN-AM “1620 The Zone,” News/Talk KKAR-AM, Talk radio KOIL-AM and Hispanic music station KMMQ-AM. He is also admired for his coaching and mentoring skills that have helped on-air talent catapult to new career accomplishments. “The secret to being a successful programmer is finding incredibly talented on-air personalities and guiding them, gently if possible toward their most effective roles,” said Nelkin.

Mark Reid serves as the Program Director for the NRG Media cluster based in Kearney, Nebraska which includes KRNY-FM, KQKY-FM and KGFW-AM. Reid leads the two top rated stations in the entire metro; a job he said takes a lot of passion and an excellent work ethic. “No matter what you do, lead by example in working hard to achieve goals that have been set by the programming team. If your team sees you working hard, they will too. Don’t be afraid to wear too many hats, even ones that don’t fit and are outside your comfort zone,” said Reid.

The three NRG Media programming talents join the list of only 75 broadcast talents from across the country to be nominated by peers or management for the honor. Radio Ink features the best in the business annually in the fall of each year.

About NRG Media,LLC

NRG Media is dedicated to providing *Great Local Radio* and is committed to being an active and integral part of the communities in which it serves. Lead by CEO Mary Quass, **NRG Media** consists of 45 radio stations throughout four states in the Midwest - Iowa, Nebraska, Wisconsin, and Illinois.

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