



# ONES TO WATCH



**Lorraine Hadfield**  
Managing Director/Global Radio Audience Measurement  
Nielsen Co.

When Nielsen announced late last year that it's getting back into the U.S. radio ratings business in 51 smaller markets, American radio was introduced to Nielsen's Lorraine Hadfield, who came to America after heading up the company's ratings division in South Africa. Since then, she's been effectively making the rounds of the trades and radio-industry events, re-introducing the company and explaining (and promoting) its "sticker diary" service, which it's using widely outside the U.S. She says, "In leading the charge for Nielsen's re-entry into radio, it became apparent that advertisers need us to provide comprehensive multi-media information." Execs from charter subscribers Clear Channel and Cumulus responded enthusiastically to a pilot study held in Lexington, KY, earlier this year, and ESPN Radio and Maverick Media have also signed up for Nielsen's new numbers. If the live ratings, due to roll out in August, meet subscribers' eager expectations, Hadfield — a long-standing research pro and a highly effective spokeswoman - may soon be found among radio's most powerful.

**Rolland Johnson**  
Founder and CEO  
Three Eagles Communications

Rolland Johnson's Three Eagles Communications is sitting in what some people would say is the best spot in radio these days: It's independent, and its 50-plus stations are all in small and medium markets. Three Eagles has clusters in Nebraska (the company is based in Lincoln), Iowa, Minnesota, and South Dakota. And Johnson, who founded the company in 1994, brings an unusual expertise to the office every day: He's Dr. Johnson, with a Ph.D. from Ohio University. And his personal mission statement is one a lot of people in radio would be glad to hear these days: "The success of Three Eagles Communications is a direct result of empowering our employees by reaffirming their value."



**George Laughlin**  
President  
GAP Broadcasting

George Laughlin is currently overseeing 60 stations as head of GAP Broadcasting (a.k.a. GAP Central) and working with GAP West President Eric Hellum, as well as Jim Donohue, who just came in to head the newly formed GAP East. GAP has been in the news over the past few months, adding Vic Savelli to head up new media operations and partnering with the new Archstream Media management service, which is backed (as is GAP parent GAP Broadcasting Group) by Oaktree Capital and headed by Donohue. Laughlin is GAP's founder and a respected industry vet, and he may well move into the 40 Most Powerful as the company adds both influence and visibility.

**Peter Kosann**  
CEO  
Compass Media Networks

After leaving Westwood One as president/CEO in late 2007, Peter Kosann spent some time in the COO slot at Connoisseur Media before moving back to the content side in a big way with the launch of Compass Media Networks. Compass opened its doors with *The Free Beer and Hot Wings Show* already on board, and the network recently added Todd Schnitt's daily talk show, with 22 affiliates. And there's football, too: Compass will be offering NFL and NCAA play-by-play in the 2009-'10 season. Kosann tells *Radio Ink*, "Our job is to identify phenomenal content, assist in the enhancement of this content, and then bring these opportunities to the attention of the radio industry. In a small way, we hope to be a catalyst for the turnaround of our great industry." Kosann is a past member of *Radio Ink*'s Top 40. Could he be on his way back — next time as head of his own company?



**Larry Wilson**  
CEO  
Alpha Broadcasting

Larry Wilson founded Citadel back in 1984 (and sold it to Forstmann Little for more than \$2 billion 2001). And now he's back in the game, with Alpha Broadcasting Corp., which bought its first two stations, in Portland, OR, earlier this year. Wilson returns to the radio business as one of its most respected names — and he's a big believer in radio's future. As he told *Radio Ink* Publisher Eric Rhoads in an interview on the day Alpha bought its first stations, "I still think radio is the best medium out there, and we're going to prove it." Wilson has 60 million in equity dollars to invest in radio acquisitions, something few can say, and "more if needed." He intends to methodically build a radio company in the Western states and only plans to purchase stations he can "buy right."