

How We Were Saved

By **Radio Ink** - October 19, 2017

It's 3 a.m. ET and the crew for *This Morning – America's First News* is starting their day from Compass Media Networks' news operation embedded within the walls of Dow Jones' Princeton, New Jersey news center. For this team of dedicated broadcasters, it all nearly ended in November 2014 due to a downsizing. Today, the show is thriving and growing. Here's the story of how it was saved.

You might recall that Dow Jones – in the midst of a sagging stock price and challenges facing the newspaper industry – elected to shut down the Wall Street Journal Radio Network. WSJRN had, for over a decade, provided their morning, breaking news program, *The Wall Street Journal This Morning*, as well as business news updates for virtually all the leading News-Talk stations in the country.

Enter Compass Media Networks.

Why did Compass Media Networks Founder and CEO Peter Kosann go after the program? "Every once in a while, the squirrel catches the nut. These assets are universally respected in the marketplace and it was our very good fortune to keep them in our family. Our mission is to continue to invest in these great products and the people behind them." Compass Media Networks moved quickly, offering contracts to all the key on-air talent, hiring key executives (Nancy Abramson, former General Manager of the Wall Street Journal Radio Network, and Susan O'Connell, former Head of WSJRN Affiliate Sales), retaining affiliates, retaining sponsors, and securing a long-term lease with Dow Jones for continuation of the broadcast facilities in Princeton, New Jersey.



*Pictured: Jennifer Kushinka, Gordon Deal and Mike Gavin;
Photo: Berman Fenelus*

The show maintained 100% of its affiliate lineup as well as their enthusiastic support through the transition. Today, over 400 affiliate radio stations across 175 DMAs broadcast daily, *This Morning – America's First News with Gordon Deal* and 60-second money-news reports entitled *Your Money Now*.

"Back in 2014, Compass Media Networks served as our advertising sales representative – they were just selling our ads," said Gordon Deal, renowned host of the newly-named *This Morning – America's First News with Gordon Deal*. "Then, within hours of Dow Jones making the decision to exit radio, Compass Media Networks stepped in immediately – I'm talking within hours – to keep us on the air for the long term. They saved us." KOA Denver PD Greg Foster says, "Gordon Deal is a true pro and we're honored to have him wake up our listeners every morning." WRKO/Boston PD Michael Czarnecki adds, "*This Morning with Gordon Deal* is one of our most listened-to and highest-rated shows. It gives our listeners the perfect amount of news, information, and chatter to wake up to before moving into our local morning show."

What's next? *This Morning – America's First News* is expanding resources, including more sources, producers, and reporters. *Your Money Now* has expanded to provide localized business news reports in major markets, in addition to twice-hourly, breaking market news throughout the day.

For more information visit CompassMediaNetworks.com