

KENNETH F. FORSYTHE

CRMC

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SUMMARY & STRENGTHS

Diverse communicator possessing expert speaking and writing skills consistently demonstrated under deadline as a broadcast media reporter. Tested and proven organizational and analytical abilities used to simultaneously manage multiple assignments. Dynamic and effective interpersonal style used in promoting collaboration, motivation and relationship building among colleagues and clients. Selected strengths include:

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| <ul style="list-style-type: none">▪ Numerous Years in Media (Radio & TV)▪ Web Content Management▪ Expert Verbal, Written & Presentation Skills▪ Solid News & Business Writing/Reporting | <ul style="list-style-type: none">▪ Diverse Communications Experience▪ Market Research/Radio Ratings Knowledge▪ B2B & Media Relationship Building▪ New Client Development |
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PROFESSIONAL AMBITION

Successfully secure a Communications –Media Relations leadership role promoting the core values and mission of an organization.

CREDENTIALS & ACCOMPLISHMENTS

ARBITRON INC., Columbia, MD (2 positions)

2007 to 2009

SENIOR CONSULTANT, CRMC

Media Consultation & Support

Employed effective listening, evaluation and analysis, and customer service skills in order to problem-solve for a broad range of Arbitron and Scarborough clients (radio, television, print, and advertisers); maintained supportive relationships with C-level and management executives, sales/account reps, ad buyers, media researchers, radio program directors and consultants, IT reps and internals.

- Consulted and interpret qualitative and quantitative ratings data and terminology.
- Analyzed, motivated and persuaded clients, case by case; researched data solutions.
- Pitched creative, strategic ideas to account execs; improving presentations to their clients.
- Trained proper use of 17 Arbitron and Scarborough software applications.
- Collaborated and assisted team members with problem resolution.
- Assisted the Marketing Communications and Product Development divisions on multiple projects including:

PPM (*Portable People Meter*) PARITY COMPARISON PROJECT

2009

- Planned execution of testing PPM data when manipulated in several applications.
- Accomplished testing ahead of four week schedule and reported results to Product Managers.
- Conducted tests using three software applications under three scenarios that included 19 ethnic and socioeconomic and other variables.
- Completed 7 requirements for Sr. Consultant promotion including:

CRMC, Certified Radio Marketing Consultant

2008

Radio Advertising Bureau

- Achieved certification following the successful completion of the RAB broadcast sales and marketing professional development program.

TERRITORY REPRESENTATIVE

2008

Arbitron County Coverage Data & Software Inside Sales

Active role on team tasked with 2008 goal of \$350k for sales organization by marketing products to small radio outlets in unranked areas of the U.S.; job performed in addition to Senior Consultant role.

- Developed new relationships across a five state region and managed 100 media client relationships.
- Successfully signed clients to two, three and four year agreements; earning \$50k revenue.
- Achieved greater than 77% of data and 83% of software goals set by manager.

METRO NETWORKS/WESTWOOD ONE, Washington, DC**1999 to 2006****REPORTER****Traffic Reporting, TV / Radio**

Evaluated and edited materials while planning for placement within reports based on the client station's target audience (geo- and demographically.) Primarily investigated newsworthy incidents sourced from emergency channels, and phone tips from affiliates and driving commuters.

- Reported on NEWS4 (NBC) weekdays during the 4 p.m., 5 p.m. and 6 p.m. newscasts.
- Conducted inquiries with municipal, county, and state police agencies for traffic news.
- Reported traffic on Sirius satellite for Washington and Pittsburgh four times hourly and four radio stations four times per hour daily.

Client Relationship

- Imaged station through information services.
- Cultivated media client relationships supportive of corporate relations.
- Promoted Westwood corporate advertising campaigns.

METRO NETWORKS/WESTWOOD ONE, Baltimore, MD**2000 to 2002****NEWS/BUSINESS REPORTER****News Reporting, Radio**

Wrote four to five local and regional news stories daily, conducted phone interviews and edited sound bites. Most stories selected for statewide news summary and distribution over Metro Source national wire service for client use. In addition:

- Wrote five local/regional business news stories daily for local news staff use and Metro Source national wire distribution.
- Planned and executed two 2-minute newscasts hourly for four affiliates assuring the content met the station's target audience (demographic).
- Responded to media inquiries as needed.

Client Relationship

- Supported client information services efforts and station branding.
- Cultivated media client relationships supportive of corporate relations.

HAGERSTOWN BROADCASTING CO., Hagerstown, MD**2001 to 2007****WEBMASTER/ONLINE CONTENT & DEVELOPMENT**

- Planned, designed and launched WJEJRADIO.COM; company's initial web presence.
- Managed online content; writing and editing time sensitive stories and features; day-to-day operations; continuing page development; and email training and administration.
- Aided management on collateral projects; printed and online brochures and company website.

PROGRAMMING DEPARTMENT TALENT & ASSISTANT**2001 and earlier**

- Managed the scheduling and broadcast of 15 on-air vignettes and vendor relationships; wrote, edited and tracked public service items used on two radio stations.
- Radio show host and afternoon news reporter; and produced client commercial sessions.
- Prepared station public service activity reports as required by the FCC.

CAPABILITIES

Media: Marketing Consulting and Market Research; Reporting and writing; Commercial Copywriting (TV/radio); Sales; Client and Employee Training.

Arbitron/Scarborough Applications: Trained 17 programs: PPM Analysis Tool & Weeklies, Maximiser, Media Professional, Analyzer, Arbitrends, PD Advantage, PDA Web, Tapscan, Tapscan Web, Qualitap, Custom Coverage, Smart Plus, Print Plus, Smart Reports, Integrated Radio Systems and Tapscan Sales Management.

Productivity: WebEx, Salesforce, BIA.

EDUCATION

Bachelor of Arts, *Communications*
Bachelor of Arbitron Science

Shippensburg University of Pennsylvania, Shippensburg, PA
Arbitron University (intensive PPM Technology training program)