



PRESS RELEASE

Toronto, August 29, 2017

RADIO CONNECTS ANNOUNCES APPOINTMENT OF NEW PRESIDENT

Radio Connects is pleased to announce the appointment of **Caroline Gianias** as its President. Radio Connects is the Canadian radio industry's marketing and advocacy organization with a mandate to promote and prove the power and effectiveness of radio advertising to Canadian advertisers, agencies, government and stakeholders.

As an established industry leader, Caroline brings extensive experience to the position gained by working in executive leadership roles at one of Canada's largest global agency networks as well as serving on numerous media industry and advisory boards, including the Numeris Board of Directors. Over the course of her 30-year career, she has built trusted senior level relationships with Canada's largest media owners, advertisers and influencers. Caroline will deliver organizational vision and a high level of expertise to Radio Connects to accomplish its mission. 'I look forward to working with Canada's English and French radio broadcasters and to continuing Radio Connects' mission to position radio as a strong, proven medium that connects with consumers and can deliver business advantage and measurable ROI to advertisers" said Caroline.

"Caroline will continue to build on the great first year we have had at Radio Connects" said Ian Lurie, Chair of the Canadian Association of Broadcasters' (CAB) CEO Radio Council. "Working with best-in-class research, radio broadcasters, agencies, rep houses and advertisers, Caroline will passionately lead Radio Connects in demonstrating the many advantages of radio to clients looking to meet their business goals".

For more information, please contact:

Ian Lurie, Chair of the CAB CEO Radio Council
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