

**Chapter 9 Technology for Marketing  
Career Chatroom Career Profile**

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**Co-Founder, ListenerDrivenRadio.com**

**Q What do you do at work?**

**A** As a media consultant, I work with broadcast companies on shaping digital business plans and operating procedures. Media companies hire our firm for advice on how to run their businesses more effectively—from the type of content to run on the air to the way they sell advertising to local and agency buyers. I travel approximately 40 weeks each year visiting radio and television stations and working one-on-one with programming and sales teams. ListenerDrivenRadio.com is a software company that creates tools to make broadcasts more interactive—allowing the audience to directly affect what type of music they play. My role is directing our sales and software development teams. Ultimately, I am responsible for the success of our customers and subsequently, the growth of our company.

**Q What was your first job in marketing?**

**A** At age nine, I got started in the radio business by working on the air. Prior to getting into consulting, I ran an Internet-radio company, worked as a national program director for a syndicated radio show, and helped to turn around radio stations who were experiencing trouble growing and attaining audiences. As a consultant, I have worked with Clear Channel Interactive, CBS News, Wall Street Journal, and several broadcast companies across the U.S., Canada, and Europe.

**Q What skills are most important to you?**

**A** Most important is the ability to assess a situation quickly and make recommendations as to how a specific business process can be improved. The ability to communicate new ideas and persuade people to entertain new concepts is essential. In the digital media field, it is important to continue to learn about new technologies.

**Q What is your key to success?**

**A** The most successful people in the media business have charisma and enthusiasm—and they show their appreciation for everyone on their team. My goal is to help people feel better about their position and future after working together.