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PRESS RELEASE

Alpha Media Names Zoe Burdine-Fly as Regional President

Experienced Radio Executive Will Oversee Several Alpha Media Markets and Support the Development of Alpha Media's Growing Digital Engagement Platforms

PORTLAND, Ore. – Oct. 20, 2021 – Alpha Media (the “Company”), a leading mid-market broadcaster operating radio stations across 44 markets in the United States, today announced the appointment of Zoe Burdine-Fly as Regional President, effective November 1, 2021.

Ms. Burdine-Fly joins Alpha Media’s leadership team from Townsquare Media. In her role with Alpha Media, she will oversee the operations, talent management and the strategic growth of 13 Alpha Media markets, including Amarillo, Bakersfield, Lincoln and Topeka. Ms. Burdine-Fly will play a key role supporting the development of the Company’s growing digital engagement platform. She will report to Chief Operating Officer Larry Bastida.

“I am pleased to welcome Zoe as the newest member of Alpha Media’s senior leadership team,” said Alpha Media Chairman and Chief Executive Officer Bob Proffitt. “We conducted a thorough search process, and Zoe stood out as possessing the right leadership experience, sophisticated expertise and deep radio industry knowledge to guide our markets and support our long-term growth strategy. Zoe will help us further expand our digital capabilities across our nationwide platforms so we can continue to deliver excellent results and value in partnership with our advertiser partners. I look forward to all we will accomplish together.”

“Alpha Media continues to deliver incredible programming in all of its communities, and I am thrilled to join the Alpha Media family at a pivotal moment in the Company’s growth,” said Ms. Burdine-Fly. “I am eager to get to work with Alpha Media’s team as together we continue to strengthen our market presence, serve our advertiser partners and honor the Company’s legacy of engaging content and relevant local programming.”



Zoe Burdine-Fly

Ms. Burdine-Fly brings to Alpha Media more than 20 years of leadership experience and a proven track record of success in the radio industry. In her previous Regional Vice President role at Townsquare Media, Ms. Burdine-Fly oversaw market-level culture, revenue, brand development and business performance, helping transition the company to a digital-first entity. Most recently, she served as Market President at Townsquare, where she led audience engagement initiatives to increase revenue across numerous local markets. She has also held sales and operations management roles at iHeartMedia, Regent Communications and Citadel Broadcasting. She currently serves on the Board of Directors for the Michigan Association of Broadcasters. Ms. Burdine-Fly graduated from Olivet Nazarene University with a Bachelor’s degree in Communications and Broadcasting.

Alpha Media continues to expand its digital capabilities, and the Company's growing engagement platform is delivering strong results for its advertiser partners, strengthening its position as a leading mid-market broadcaster across 44 local markets in the United States. With a rich legacy, respected brands across its stations and top broadcasting talent, Alpha Media continues to serve its communities with high-quality content and programming.

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Alpha Media is a diverse, multimedia company that owns or operates over 200 live broadcast radio stations serving 44 markets across the United States. In addition to our over-the-air broadcasts, Alpha audio products can be heard across multiple platforms, including all major smart devices. Strong relationships with our listeners and clients in the communities where we live and work keep Alpha Media true to its local-first heritage. www.alphamediausa.com.

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