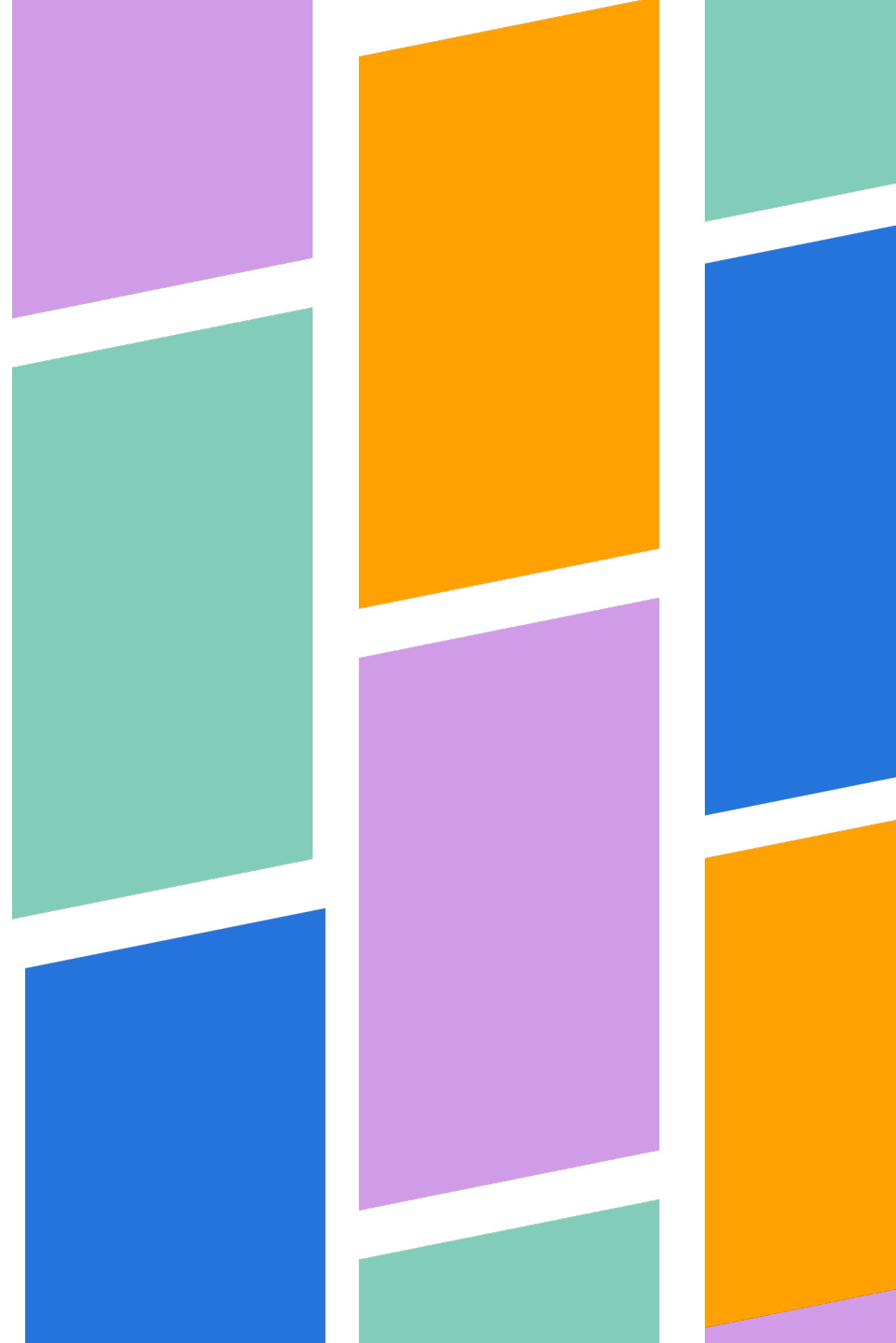




Hear From The Experts

Successful Promotions That You
Can Easily Replicate In Your Market

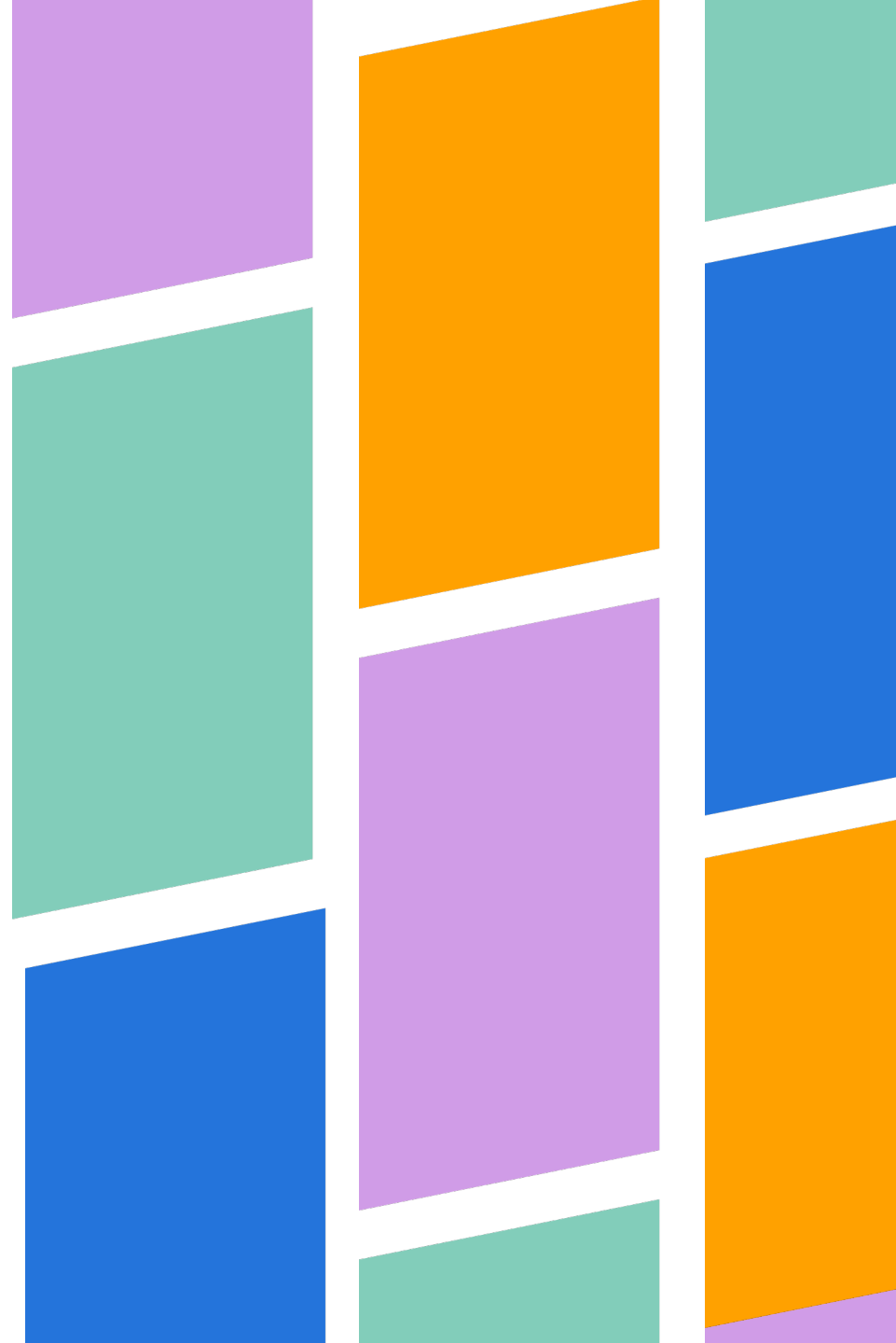
Webinar starting shortly...





Hear From The Experts

Successful Promotions That You
Can Easily Replicate In Your Market



Welcome!



Julie Foley

Sr. Customer Success Manager
jfoley@uplandsoftware.com



Kristen Wehe

Customer Success Manager/Content Creator
kwehe@uplandsoftware.com



Diana Dionisio

Director, Sponsorship Solutions
WGN-TV, Nexstar



Sara Tieman

Promotions & PR Manager
WGN Radio, Nexstar



Ryan Williams

Director of Digital Content Fulfillment
Federated Media



Bessie Bosco

Digital Marketing Manager
My Horry News

Do you have questions?

Ask in the GoToWebinar Panel during the webinar, and we will answer them at the end!



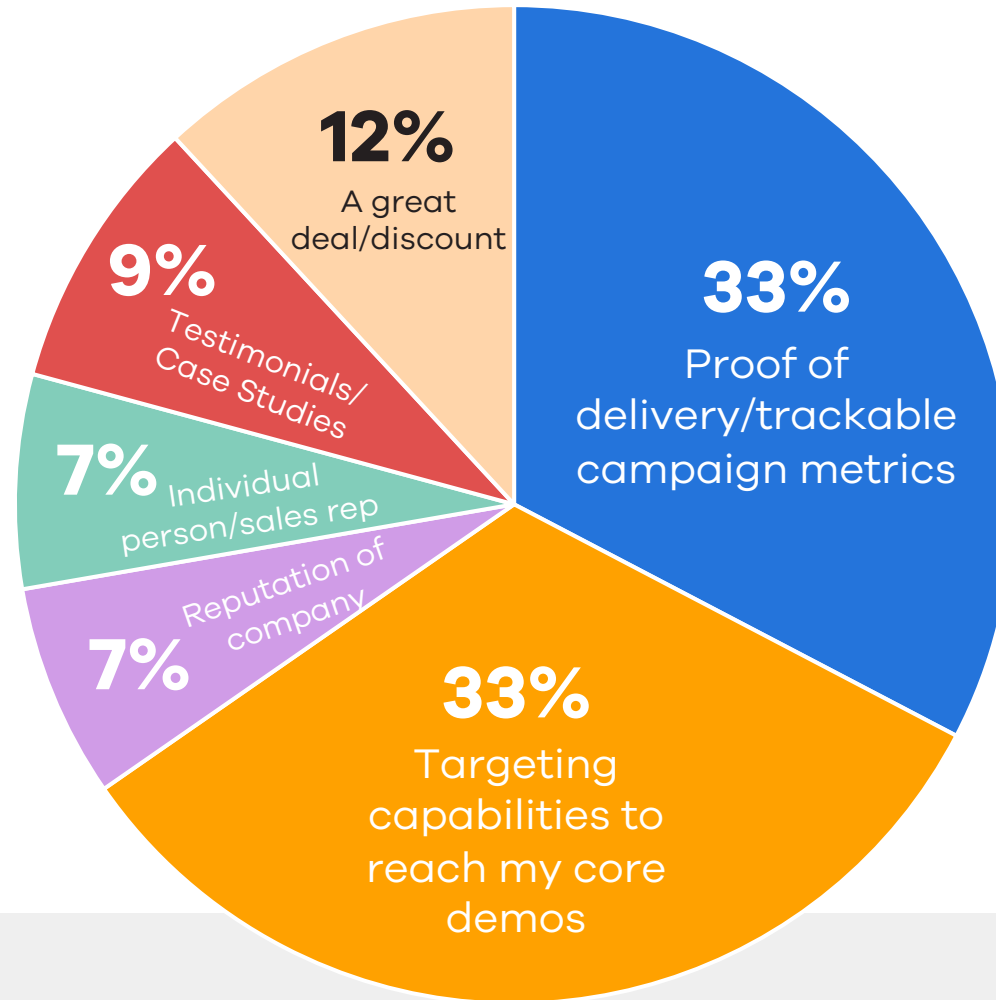
Your Advertiser's Goals:

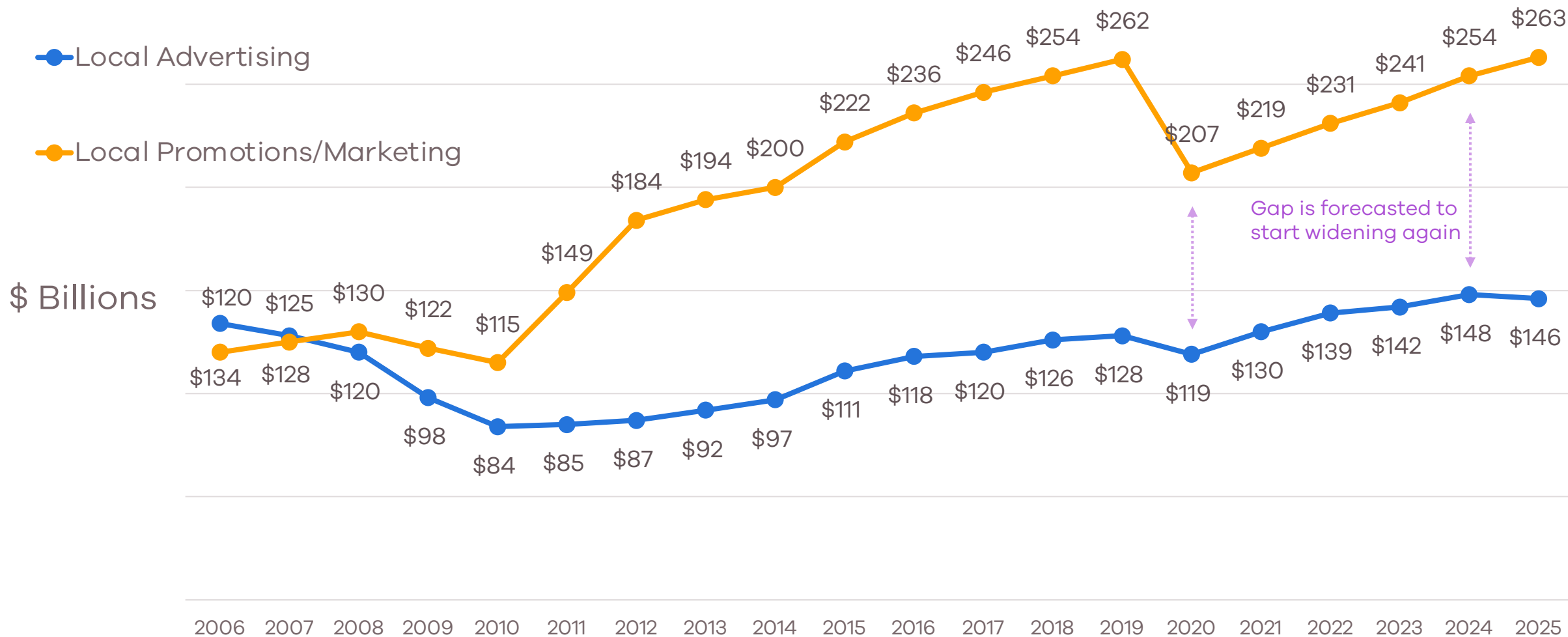
Leads
Audience Growth
Education
Community Involvement
Capture Social Audience
Zero Party Data



What Persuades Advertisers to try Something NEW

"If you were to buy a new type of media, which would have the greatest influence on the type you would choose?"





Credit: Borrell Associates



Success Stories

Nexstar Media Group

- Diversified media company that produces and distributes engaging local and national news, sports and entertainment content across television and digital platforms,
- Over 200 owned or partner stations in 117 U.S. markets reaching 220 million people





Diana Dionisio

Director, Sponsorship Solutions
WGN-TV, Nexstar





2023 Chicago's Merry Own



2023 Chicago's Merry Own

WGN-TV

Idea

- Use the holiday season to draw in sponsors and promote participation
- Source multiple sponsors to generate a large, valuable prize
- Use the live reads during the morning show to promote contest, prizes, and sponsors



2023 Chicago's Merry Own

WGN-TV

Execution

- Sweepstakes with 5 sponsors
 - One entry per day
 - 5 winners
- Includes:
 - Links to sponsors' sites in CTA
 - Opt-in on contest entry form
- Prizes
 - 1 prize per day from each of the sponsors



It's the holiday season and that means it's time for Chicago's Merry Own! Starting Monday, watch *WGN Morning News* at 9am to hear more about featured prizes. Prizes include:

2023 Chicago's Merry Own

WGN-TV

Commercials

- One :30 spot
 - 20 ROS over 10 days



2023 Chicago's Merry Own

WGN-TV

Social Media

- One post each day of the promotion highlighting one of the sponsors
- Provided a QR code to contest entry page



Watch the [@WGNMorningNews](#) 9am hour today for a chance to win a [@GoldfishSwim](#) School new member holiday package.



8:54 AM · Dec 11, 2023 · 1,306 Views

2023 Chicago's Merry Own

WGN-TV

Morning News Show

- Identified paid segment, hosted by announcer (NOT news talent) who provided live promo reads daily over a one-week period
- Provided a QR code to contest entry page



2023 Chicago's Merry Own

WGN-TV

Emails

- 5 invite emails sent
 - One each day highlighting one of the 5 sponsors
- Client was able to get larger 'shout out' than on the entry page



Hi {{User.FirstName}},

Come check out the 2023 Chicago's Merry Own Contest! Enter for your chance to win between Monday, December 11th 2023 at 6:00am and Friday, December 15th 2023 at 12:00pm Central Time.

It's the first day of our Chicago's Merry Own Giveaway! Got a child between 4 months to 12 years old? You could win six weeks of lessons for one child, four family swim passes for the whole family, and a special Goldfish welcome bag with a tee shirt, Bubbles plush toy, goggles and two Goldfish board books. Valid at all 14 Chicagoland locations. The winner must be a 'new member.' Check them out at <https://www.goldfishswimschool.com/chicagoland/>

Click below to enter...

Good Luck!
WGN-TV

Enter Now

2023 Chicago's Merry Own

WGN-TV

Results

- **Revenue:** \$40,000
- 11,123 entries
- 7,713 people
- Sponsor opt-ins
 - 1,400+ for Mathnasium
 - 800+ for Goldfish Swim School
- WGN-TV Opt-ins
 - 763 WGN Weather Newsletter
 - 622 Birthday Club Newsletter
 - 557 Promotions database



It's the holiday season and that means it's time for Chicago's Merry Own! Starting Monday, watch *WGN Morning News* at 9am to hear more about featured prizes. Prizes include:



Sara Tieman

Promotions & PR Manager
WGN Radio, Nexstar



Toro Product of the Month



Toro Product of the Month

WGN Radio

Idea

- Use contesting to leverage and secure a larger advertising buy from Toro
- Drive homeowners in the Midwest to Toro to buy their product line of battery-powered tools




Toro Product of the Month

WGN Radio

Execution

- Year-long campaign
 - One sweepstakes per month
 - One product featured and given away as a prize per sweepstakes
- Includes:
 - Opt-in on registration page
 - Lead-gen/ZPD questions
 - Curated cover graphic with product image
 - Product description and link to more product information



TORO

Toro has your back this summer - quite literally - so you can keep up with your slice of paradise.

The Toro May Product of the Month Giveaway awards one winner a Toro 54" TimeCutter MyRIDE Zero Turn Mower (valued at \$4,799)!

Toro's MyRIDE® Suspension System means no more rocky rides, so it's easy on the back as you mow acre after acre. The handcrafted high-back seat gives additional cushioning and support.

Built like a bull and modeled off commercial machines, the Toro TimeCutter MyRIDE delivers top technology and exceptional durability so you get a beautiful, professional-looking lawn.

Learn more about the [Toro 54" TimeCutter MyRIDE Zero Turn Mower](#) on HouseSmarts Radio with Lou Manfredini, 7am to 10am Saturdays.

Email Required

By clicking the button below, I agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)

Which, if any, of the following types of outdoor power equipment do you personally own and/or operate? Select all that apply.

- ☐ Walk-behind power lawn mower
- ☐ Riding lawn mower or tractor
- ☐ Zero turn mower
- ☐ String trimmer
- ☐ Chainsaw
- ☐ Snow blower
- ☐ Hedge trimmer
- ☐ Leaf blower
- ☐ String trimmer
- ☐ I don't own or operate outdoor power equipment.

If you do own and/or operate outdoor power equipment, is any of it battery-powered?

-- Select One --

If you do own and/or operate outdoor power equipment, what brand(s) do you own? Check all that apply.


- ☐ Ariens/Gravely
- ☐ Bad Boy
- ☐ Black & Decker
- ☐ Craftsman
- ☐ Cub Cadet
- ☐ DeWalt
- ☐ EGO
- ☐ eXmark
- ☐ Greenworks
- ☐ Honda
- ☐ Husqvarna
- ☐ John Deere
- ☐ Ryobi
- ☐ Snapper
- ☐ Snow Joe/Sun Joe
- ☐ Stihl
- ☐ Toro
- ☐ Troy-Bilt
- ☐ Another brand not listed
- ☐ I don't own or operate outdoor power equipment.

Toro Product of the Month

WGN Radio


Social Media


- 2-3 posts per sweepstakes

**WGN Radio with Toro.**
Paid Partnership · February 11 · 🌐

Make hand shoveling a thing of the past with this [Toro](#) February Product of the Month: The Toro 60V Max 12" Power Shovel. Hear more about it on HouseSmarts Radio with [Lou Manfredini](#) Saturday mornings and enter to win today!

Sweepstakes ends 2/28/23 at 11:59pm CT.






**WGN Radio with Toro.**
Paid Partnership · March 13 · 🌐

Our friends at [Toro](#) are giving you the chance to spruce up your lawn tool arsenal and win this must-have for every homeowner: the Toro 60V Battery String Trimmer and Leaf Blower Combo Set! Easily switch from trimming to leaf blowing in seconds thanks to Toro's interchangeable battery.

Hear more about it Saturday mornings on HouseSmarts Radio with [Lou Manfredini](#)!

Sweepstakes ends 3/31/23 at 11:59pm CT.



**Win Toro 60V Battery String Trimmer and Leaf Blower Combo Set**
Enter to win the Toro March Product of the Month and a must-have tool for every homeowner...

Toro Product of the Month

WGN Radio

Emails

- Two invite emails sent per sweepstakes
 - One the first week
 - One the last week



Hi {{User.FirstName}}

When you need power on the go, you need the Toro 60V Max Power Inverter, the [Toro October Product of the Month](#) Giveaway from Toro and WGN Radio!

This Sweepstakes is accepting entries through Tuesday, October 31st 2023 at 11:59pm Central Time.

From tailgating to camping and wherever you are when you need power, the [Toro 60V Max Impulse Endeavor Power Inverter](#) has you covered. It offers three outlet options for whatever you might need to charge. And it's all part of Toro's interchangeable lineup of 75+ Flex-Force tools.

Hear more about Toro's October Product of the Month featuring the Toro 60V Max Power Inverter on HouseSmarts Radio with Lou Manfredini, Saturdays, 6am to 10am.

Good Luck!
WGN Radio

Enter Now

Toro Product of the Month

WGN Radio

Radio

- 10-12 :30 recorded promos per sweepstakes
- Radio show HouseSmarts Radio with Lou Manfredini
 - Every week, host promotes the contest and prizes, leaning on own expertise and familiarity with Toro

HouseSmarts Radio with Lou Manfredini

Saturdays 6-10am
857-557-4LOU (4568)



Since 1995, Lou has developed a loyal following of listeners who've grown to rely upon his entertaining mix of practical, useful and valuable home improvement advice. ([Click for more.](#))

Toro Product of the Month

WGN Radio

Results

- **Revenue:** \$131,000
- 9,000+ entries
 - 1,100 new users
- Nearly 800 opt-ins for Toro
- WGN Radio Opt-ins
 - 429 newsletter opt-ins
 - 440 promotions opt-ins



Take your lawn from ordinary...to extraordinary with Toro and a mower that cuts a mean streak!

Enter the Toro April Product of the Month Giveaway featuring the Toro 60V Max 21\"

The Toro 60V Max 21\"

Learn more about the **Toro 60V Max 21\"** Stripe Mower on HouseSmarts Radio with Lou Manfredini, 7am to 10am Saturdays.

Email

Required

By clicking the button below, I agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)

Toro Product of the Month

WGN Radio

Results

- In 2023, WGN grew the Toro account by **over 75%**
 - Part of this success was due to the **inclusion of contesting**
- Using this same model to replicate with other advertisers and markets



Toro, America's #1 brand in snow, wants to make your winter hassle-free with Toro's January Product of the Month Giveaway!

Enter to win a **Toro Power Clear e21 60V* Battery Snow Blower!**

Powered by Toro's interchangeable 60 volt max battery, this Toro Snow Blower delivers snowdrift strength to bust through heavy, wet snow, throws it up to 40 feet, and crushes it to the curb with the patent-pending, all-steel Power Edge auger.

Learn more about it on HouseSmarts Radio with Lou Manfredini, 7am to 10am Saturdays.

Email

Required

By clicking the button below, I agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)

Federated Media

- 12 radio stations within Fort Wayne and South Bend Indiana
- Utilize content marketing with traditional radio advertising and digital solutions that bring unrivaled ROI





Ryan Williams

Director of Digital Content Fulfillment
Federated Media



Clean Drains Quiz



Clean Drains Quiz

Federated – Fort Wayne

Idea

- Create a campaign that helped the Fort Wayne City Utilities:
 - Educate their audience about the ways they can prevent pollution of their rivers
 - Increase audience for Fort Wayne City Utilities




Clean Drains Quiz

Federated – Fort Wayne

Execution

- Quiz run for 3 weeks educating the public about river pollution and how to keep the rivers clean
- Includes:
 - Logo and 'Clean the Drains Day' date included in header image
 - Link to registration for 'Clean the Drains Day'
 - Opt-in for sponsor
 - Opt-in pledge to keep rivers clean



The header image features a cartoon beaver wearing a red superhero mask and cape, floating in a blue river. A large red starburst graphic contains the text "CLEAN the DRAINS DAY! 09.23.2023". In the top right corner, there is a button that says "Learn How You Can Help" with a circular arrow icon. In the bottom left corner, there are two logos: "FRIENDS of the RIVERS" and "CITY UTILITIES WATER THAT WORKS".

Keeping our rivers clean, we all have to do our part! One easy and fun way you can pitch in is by joining us in participating for Clean the Drains Day on September 25th! Learn more below...and take this short Fort Wayne Rivers Quiz to learn more about the importance of our rivers and keeping them clean!

After you take the quiz you'll be entered for a chance to win 4 Tickets & Free Parking to the Indianapolis Zoo.

Question 1 of 10

#1 The Maumee River leaves Fort Wayne and flows into Lake Erie.

True False

☐ Yes I pledge to do my part to help keep our rivers clean!

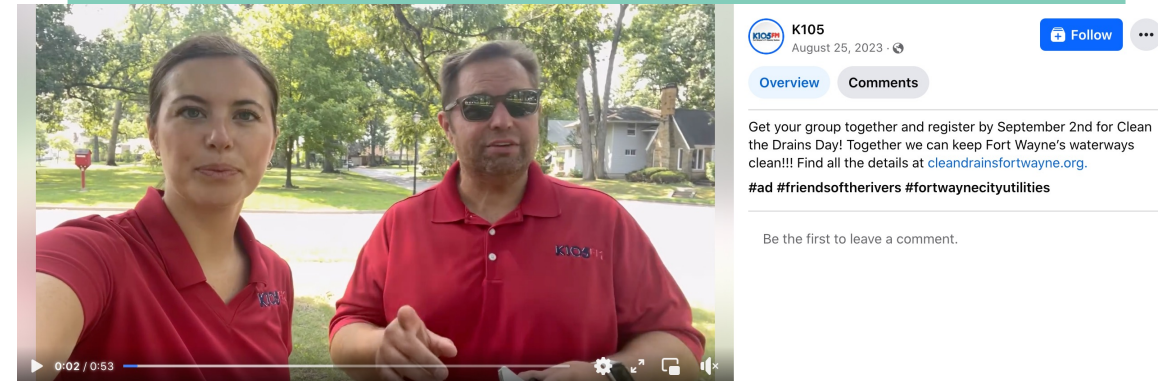
☐ Yes, I would like more information from the City of Fort Wayne on how I can help keep the city clean!

Clean Drains Quiz

Federated – Fort Wayne

Social Media

- K105 Morning Team recorded a series of videos to show listeners what City Utilities was encouraging:
 - Adopt neighborhoods to clean
 - Mark storm drains to help curb pollution that goes into rivers
 - 2 Facebook posts and 1 Instagram post
- Federated Media Engage
 - Federated Media staff themselves helped clean a strip of road to prevent river pollution



Clean Drains Quiz

Federated – Fort Wayne

Email

- 3 emails
 - 2 invite emails to promote quiz
 - 1 promoting the Clean Drains Fest
- Event celebrating their rivers with food trucks and music



Join K105 Live tomorrow
Promenade Park starting
for Clean Drains Fest!

It's a celebration of our rivers...a FREE and FUN event for the whole family!

CLEAN DRAINS: Be River SmART

WHEN: Saturday, September 23, 2023

WHERE: Promenade Park

TIME: 1:00 – 4:00 PM.

WHAT: Music, Entertainment, Food Trucks and Drums and performances



We have your chance to win a Family-4-Pack of tickets to the Fort Wayne Children's Zoo!

Just take this short, fun quiz and you'll be entered for those tickets!

Take The Quiz

Clean Drains Quiz

Federated – Fort Wayne

Radio

- :60 spots run over a 4 week period encouraging people to sign up to participate in Clean the Drains Day
- Live remote with radio show at Clean Drains Fest

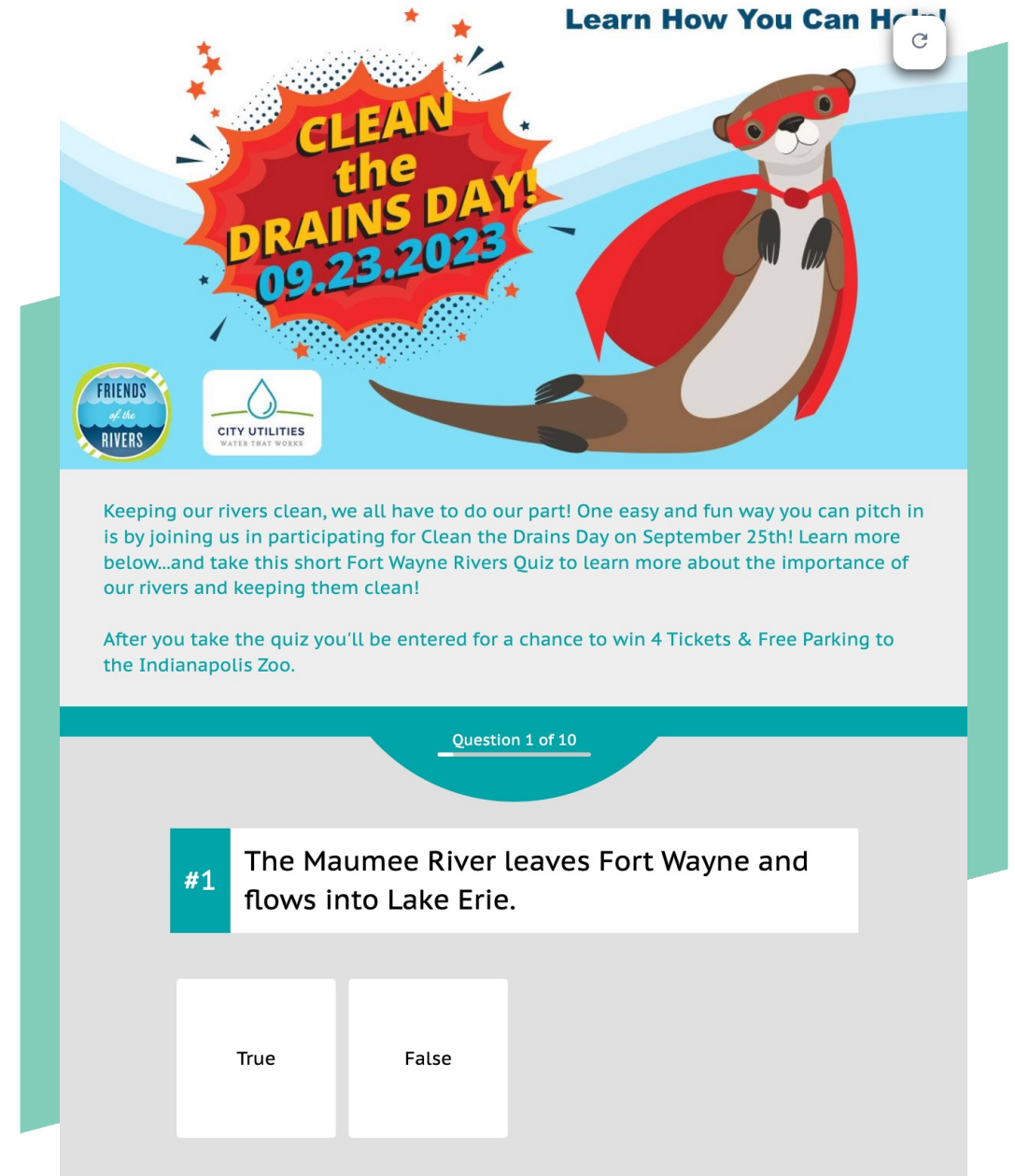


Clean Drains Quiz

Federated – Fort Wayne

Results

- **Revenue:** \$7,500
- Noted increase in signups and interest for Clean Drains
 - 500+ pledged to keep river clean
 - 200+ opt-ins for the Fort Wayne City Utilities
 - 32% liked Friends of the Rivers FW on Facebook

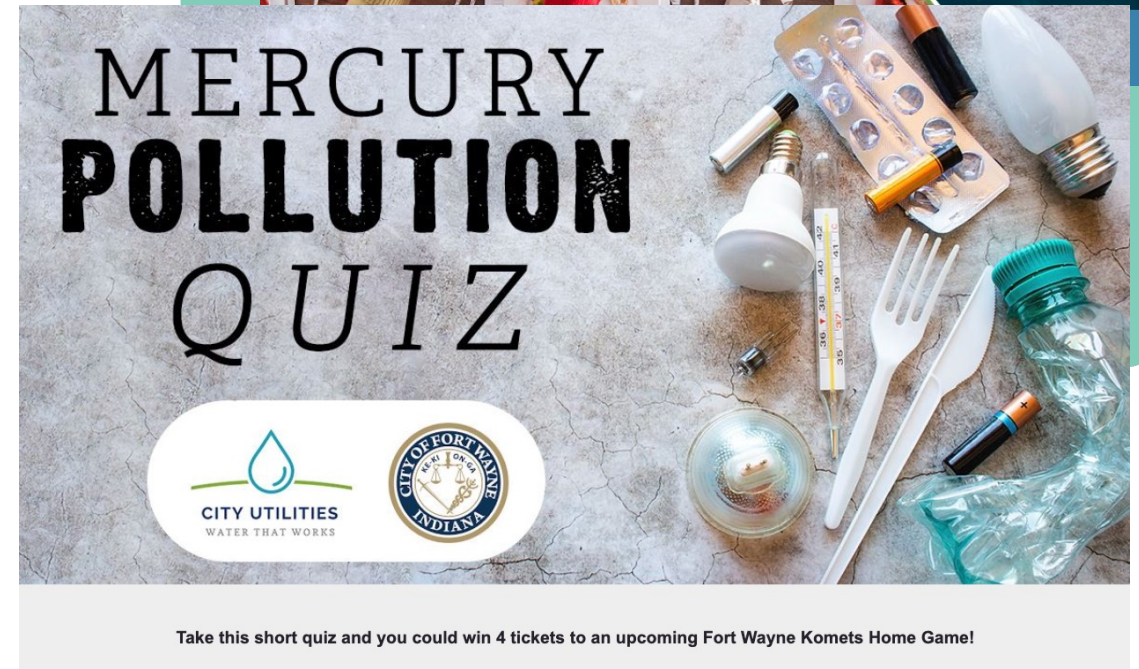


Clean Drains Quiz

Federated – Fort Wayne

Results

- Client continues to come back for more promotion opportunities
 - Each promotion essentially sells the next one



My Horry News

- MyHorryNews.com is the award-winning local news source for all of Horry County, South Carolina
- Online, they are a daily news operation and also publish a series of award-winning weekly newspapers; The Horry Independent, Loris Scene, Carolina Forest Chronicle, Myrtle Beach Herald, News & Shopper and monthly publications North Strand News & Visit!





Bessie Bosco

Digital Marketing Manager

My Horry News



2023 Football Fans' Choice



2023 Football Fans' Choice

My Horry News

Idea

- Capture the hype around high school football with a Fans' Choice ballot
- Include more than just the players
 - Coaches, cheer/dance teams, athletic directors, mascots

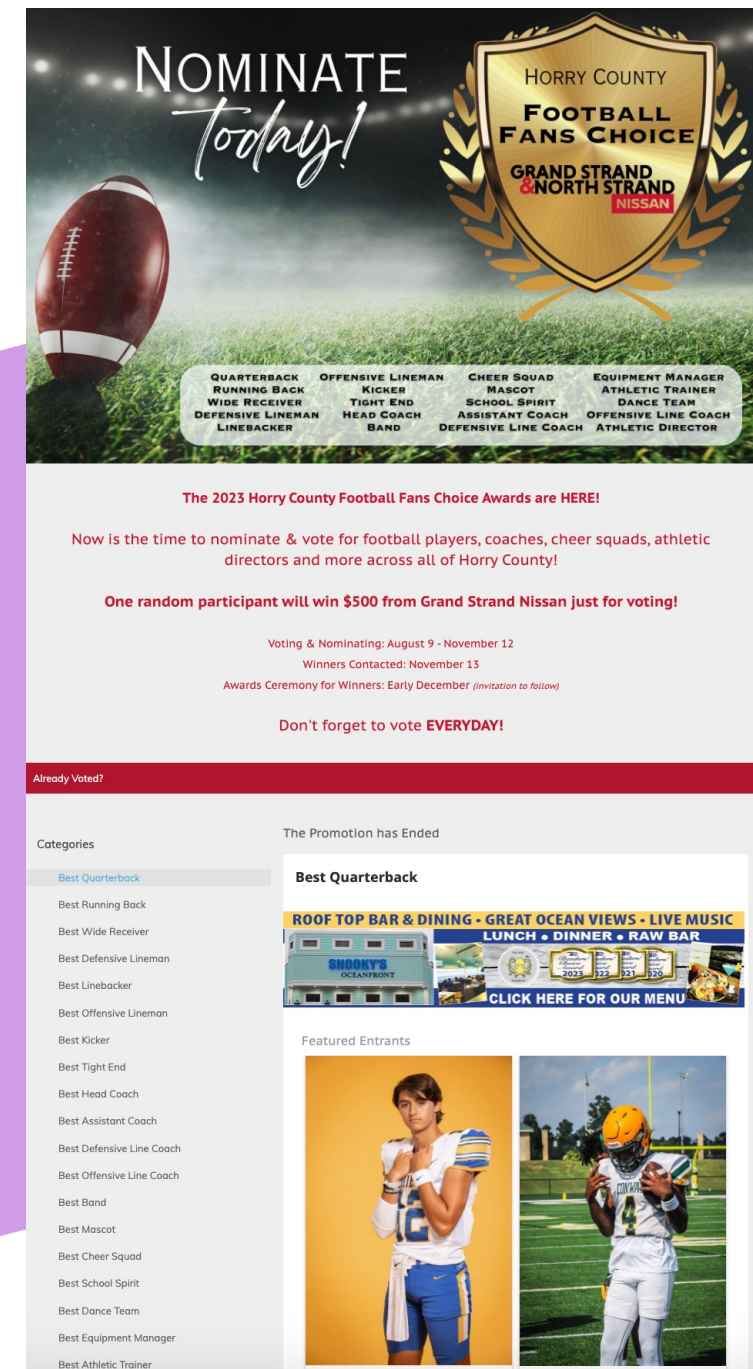


2023 Football Fans' Choice

My Horry News

Execution

- Ballot
 - Write-in nominations and voting
- Includes:
 - Title sponsor
 - Logo in ballot header image
 - Facebook like boxes on registration form
 - Category sponsors
 - Category ad within ballot
- Prizes
 - Winner of each category receives a plaque
 - \$500 for random sweepstakes winner



NOMINATE Today!

HORRY COUNTY FOOTBALL FANS CHOICE

GRAND STRAND & NORTH STRAND

NISSAN

QUARTERBACK
RUNNING BACK
WIDE RECEIVER
DEFENSIVE LINEMAN
LINEBACKER

OFFENSIVE LINEMAN
KICKER
TIGHT END
HEAD COACH
BAND

CHEER SQUAD
MASCOT
SCHOOL SPIRIT
ASSISTANT COACH
DEFENSIVE LINE COACH

EQUIPMENT MANAGER
ATHLETIC TRAINER
DANCE TEAM
OFFENSIVE LINE COACH
ATHLETIC DIRECTOR

The 2023 Horry County Football Fans Choice Awards are HERE!

Now is the time to nominate & vote for football players, coaches, cheer squads, athletic directors and more across all of Horry County!

One random participant will win \$500 from Grand Strand Nissan just for voting!

Voting & Nominating: August 9 - November 12
Winners Contacted: November 13
Awards Ceremony for Winners: Early December (invitation to follow)

Don't forget to vote EVERYDAY!

Already Voted?

Categories

Best Quarterback

Best Running Back
Best Wide Receiver
Best Defensive Lineman
Best Linebacker
Best Offensive Lineman
Best Kicker
Best Tight End
Best Head Coach
Best Assistant Coach
Best Defensive Line Coach
Best Offensive Line Coach
Best Band
Best Mascot
Best Cheer Squad
Best School Spirit
Best Dance Team
Best Equipment Manager
Best Athletic Trainer

The Promotion has Ended

Best Quarterback

ROOF TOP BAR & DINING • GREAT OCEAN VIEWS • LIVE MUSIC

LUNCH • DINNER • RAW BAR

SHOOKY'S OCEANFRONT

CLICK HERE FOR OUR MENU

Featured Entrants

Two photos of football players in white jerseys and blue pants, one standing and one in a three-point stance.

2023 Football Fans' Choice

My Horry News

Print

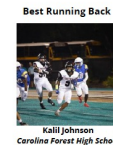
- Half page ads run every week for the duration of the contest in weeklies
- Half page ads run monthly for the duration of the contest in monthly publication
- Full page ad promoting contest in Football Preview Special Section
- Full page ad announcing the winners for each category all papers



Congratulations to each category winner listed below! Thank you to all of our sponsors listed above, we would not of been able to run such a successful Football Fans' Choice Awards without their support! Thank you to everyone that participated in the contest. Be sure to visit our website to check out all of our other contests running!



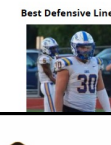
Best Quarterback
Landon Cloninger
North Myrtle Beach High School



Best Running Back
Kall Johnson
Carolina Forest High School



Best Wide Receiver
Phillip McLean
Carolina Forest High School



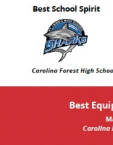
Best Defensive Lineman
Omar Johnson
Loris High School



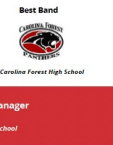
Best Linebacker
Omar Johnson
Loris High School



Best Offensive Lineman
Phillip McLean
Carolina Forest High School



Best School Spirit
Carolina Forest High School



Best Band
Carolina Forest High School



Best Mascot
Carolina Forest High School



Best Head Coach
Mark Morris
Carolina Forest High School



Best Assistant Coach
Shane Butler
Carolina Forest High School



HERE'S YOUR CHANCE TO
NOMINATE & VOTE FOR YOUR
FAVORITE FOOTBALL PLAYER,
COACH, CHEER SQUAD
& MORE!

CONTEST RUNS: 8/9 - 11/12
WINNERS CONTACTED: 11/13

20 CATEGORIES TO
NOMINATE & VOTE IN!

ONE RANDOM PARTICIPANT WILL WIN THE **GRAND PRIZE!**
\$500 FROM GRAND STRAND NISSAN!

TO MAKE A NOMINATION OR TO VOTE VISIT OUR WEBSITE TODAY!
WWW.MYHORRYNEWS.COM/CONTESTS



2023 Football Fans' Choice

My Horry News

Digital

- ROS Promotional ads
- ROS Advertiser display ads



2023 Football Fans' Choice

My Horry News

Social Media

- 21 social media posts created throughout the month
 - Sponsors tagged in Instagram and Facebook posts



My Horry News

September 29, 2023 · 🌐

The 2023 Horry County Football Fans Choice Awards are HERE! Now is the time to nominate & vote for football players, coaches, cheer squads, athletic directors and more across all of Horry County! One random participant will win \$500 from [Grand Strand Nissan](#) just for voting! Don't forget to vote everyday! Enter here: <https://bit.ly/3KLEdch>



MYHORRYNEWS.SECONDSTREETAPP.COM

2023 Football Fans' Choice Contest

Check it out now!

Learn more

2023 Football Fans' Choice

My Horry News

Email

- 6 invite emails sent
 - Local chamber also promoted campaign through their weekly newsletters



2023 Football Fans' Choice

My Horry News

Event

- Awards ceremony takes place at the end of the campaign
 - Held after the school/workday and each winner can bring 2 guests
 - Principals, head coaches and athletic directors from the schools of winners also invited
- Winner of each category receives a plaque with their category sponsor's logo



**HORRY COUNTY
FOOTBALL
FANS CHOICE**

**GRAND STRAND
& NORTH STRAND
NISSAN**

CONGRATULATIONS!

BEST TIGHT END

**SPONSORED BY DOWN EAST HEATING & AIR
CONDITIONING**

LAWSON BARNES FROM CAROLINA FOREST HIGH


GRAND STRAND & NORTH STRAND NISSAN
Hard Rock CAFE
Massage Envy SPA
HYUNDAI MyrtleBeach
MULCH
BOGEY'S SPIRITS AND WINES
SUNMED Your CBD Store
BELL & BELL
Window World
SHOOKY'S OCEANFRONT
GermBustMyBins
Jay Dolphin
Down East Heating & Air Conditioning
DOWN EAST HEATING & AIR CONDITIONING
BLACK'S TIRE
CMC

2023 Football Fans' Choice

My Horry News

Results

- **Revenue:** \$13,455
- 195 nominations
- 29,000+ votes
- 2,400+ people
- 700+ new newsletter opt-ins
- 600+ new promotions & marketing opt-ins



NOMINATE Today!

HORRY COUNTY FOOTBALL FANS CHOICE

GRAND STRAND & NORTH STRAND

NISSAN

QUARTERBACK	OFFENSIVE LINEMAN	CHEER SQUAD	EQUIPMENT MANAGER
RUNNING BACK	KICKER	MASCOT	ATHLETIC TRAINER
WIDE RECEIVER	TIGHT END	SCHOOL SPIRIT	DANCE TEAM
DEFENSIVE LINEMAN	HEAD COACH	ASSISTANT COACH	OFFENSIVE LINE COACH
LINEBACKER	BAND	DEFENSIVE LINE COACH	ATHLETIC DIRECTOR

The 2023 Horry County Football Fans Choice Awards are HERE!

Now is the time to nominate & vote for football players, coaches, cheer squads, athletic directors and more across all of Horry County!

One random participant will win \$500 from Grand Strand Nissan just for voting!

Voting & Nominating: August 9 - November 12
Winners Contacted: November 13
Awards Ceremony for Winners: Early December (invitation to follow)

Don't forget to vote EVERYDAY!

Already Voted?

Categories

- Best Quarterback
- Best Running Back
- Best Wide Receiver
- Best Defensive Lineman
- Best Linebacker
- Best Offensive Lineman
- Best Kicker
- Best Tight End
- Best Head Coach
- Best Assistant Coach
- Best Defensive Line Coach
- Best Offensive Line Coach
- Best Band
- Best Mascot
- Best Cheer Squad
- Best School Spirit
- Best Dance Team
- Best Equipment Manager
- Best Athletic Trainer

The Promotion has Ended

Best Quarterback


ROOF TOP BAR & DINING • GREAT OCEAN VIEWS • LIVE MUSIC

LUNCH • DINNER • RAW BAR

SHOOKY'S OCEANFRONT

CLICK HERE FOR OUR MENU

Featured Entrants





Resources

The Best of the 2023 'Best Of' Ballots

LEARN MORE



10 Mother's Day Promotions to Make Mom Proud

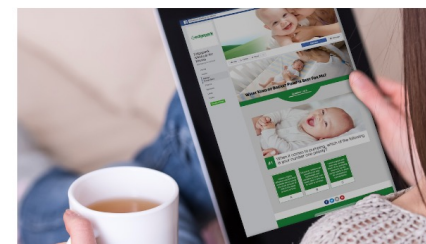
by [Julie Foley](#) | Second Street

[ADVERTISERS TO TARGET](#) | [AUDIENCE](#)



15 Advertisers to Target for Mother's Day Promotions and Interactive Content

by [Julie Foley](#) | Second Street



3 Ways Promotions Improve Your Branded Content Strategy

by [Liz Huff](#) | Second Street



lab.secondstreet.com



Announcing the 15th Annual Second Street Award Winners

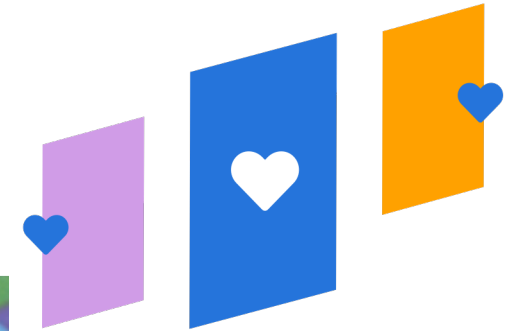


by Liz Huff | Second Street



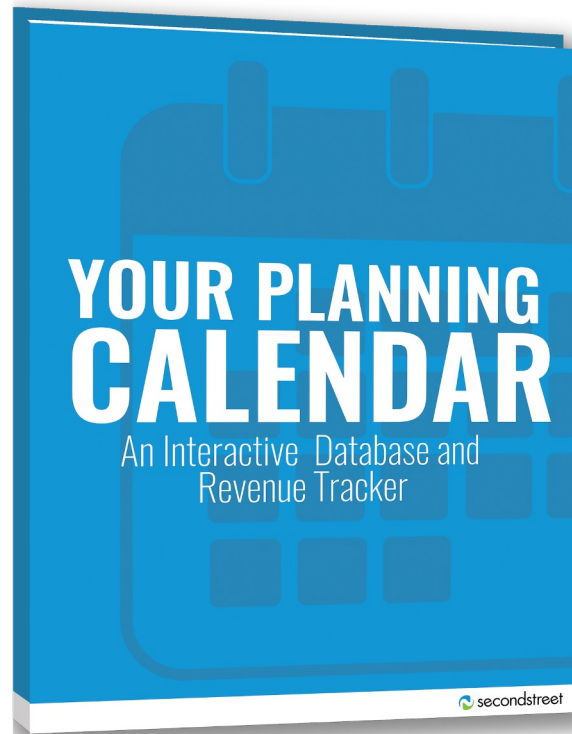
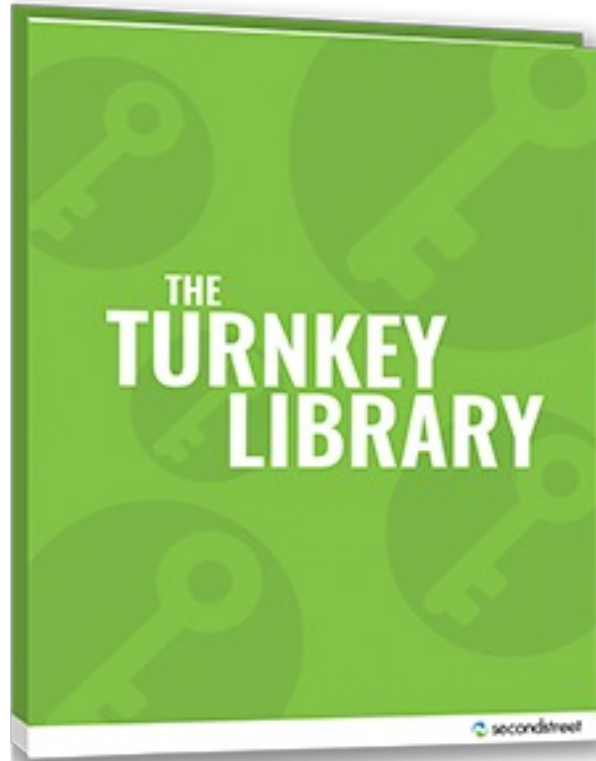
From Best Audience Builder to Breakout Partner of the Year, see what won!

At the 15th Annual Second Street Awards, we celebrated the best and brightest success stories of 2023 from over 4,000 partners – and introduced some awesome new categories. Check out all our winners and finalists below, and learn how you can create winning promotions in 2024 and beyond!



lab.secondstreet.com/articles/15th-annual-second-street-awards-results





lab.secondstreet.com/playbooks/



Thank You!



Julie Foley

Sr. Customer Success Manager
jfoley@uplandsoftware.com



Kristen Wehe

Customer Success Manager/Content Creator
kwehe@uplandsoftware.com



Diana Dionisio

Director, Sponsorship Solutions
WGN-TV, Nexstar



Sara Tieman

Promotions & PR Manager
WGN Radio, Nexstar



Ryan Williams

Director of Digital Content Fulfillment
Federated Media



Bessie Bosco

Digital Marketing Manager
My Horry News