

## **HENRY G. LOESER**

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## **EXPERIENCE**

### **MASARYK UNIVERSITY 2006 - Present**

#### **Brno, Czech Republic – Instructor Department of Journalism and Media Studies**

Developed and implemented the first Broadcast Management and Community Media courses at the university. Successfully secured 600,000EUR grant from ESF to develop a new media innovation institute including new university radio & television stations. Also pursuing a separate PhD in study of Community Media.

### **RADIOEXPERT 2004 - Present**

#### **USA/Czech Republic/South Africa – Founder / Director (volunteer)**

International NGO focused on the development and sustainability of independent media worldwide. Combine research, teaching, advocacy, training and practice with emphasis on media sustainability through best practices. Current projects in Czech Republic, Hungary, Bosnia, South Africa, and United States.

### **CLEAR CHANNEL COMMUNICATIONS 1999 - 2003**

#### **San Luis Obispo, USA - General Manager**

Successfully built new organization of 8 stations in 2 cities. Hired 3 new department heads, completed 5 construction projects, launched new formats, and developed new sales training plans for all stations. Forged strong relationships fostering a positive and productive environment in the radio stations and the communities.

#### **San Diego, CA. - General Sales Manager**

Implemented new traffic, client management, sales training and compensation systems. Helped launch new SD Padres broadcast operation, establishing new sales & marketing materials and systems, trained the key personnel, and increased revenue.

### **METROMEDIA INTERNATIONAL INC. 1996 -1999**

#### **Prague, Czech Republic - Manager Marketing Development and Training- Europe**

Responsible for the launch, development, and success of radio operations in Germany, Hungary, Czech Republic, Latvia, Estonia, Russia, and Georgia. Analyzed diverse markets, wrote and implemented strategic training plans, solved unique problems, recruited key personnel, developed reporting mechanisms, and achieved significant results.

### **PEACE CORPS OF THE UNITED STATES 1993 - 1996**

#### **Association of Private Broadcasters (APSV CR) Prague, Czech Republic - Advisor**

Contributed to the development of national broadcasters' trade association by providing consulting, marketing materials development, and training to over 70 member stations. Utilizing a grant from USAID, conducted first national radio management training conference and co-

authored international broadcast management training manual. Participated in start-up and sustainable development of over 40 radio stations.

### **SUSQUEHANNA BROADCASTING 1985 -1993**

#### **San Francisco, USA - Sales & Marketing Manager**

Implemented innovative sales training techniques, marketing materials and plans, client management system, programming features and radio "Top Dog" awards program.

### **EDUCATION**

[Masaryk University](#) - Master of Arts – European Politics

University of Phoenix - Bachelor of Science - Business Administration

Waukesha Technical Institute - Associate of Science - Engineering

### **LANGUAGES**

English (native), Czech (good knowledge), Spanish (some knowledge)

### **PROFESSIONAL AWARDS / ASSOCIATIONS**

National Peace Corps Association, National Association of Broadcasters, [Committee to Protect Journalists](#), [AMARC](#), [Reporters Without Borders](#), [Community Media Forum Europe](#)

### **INTERESTS**

US Peace Corps Volunteer Exchange, [Earth Island Institute](#), Czech Sports Center for Handicapped, Challenged Athletes Foundation

Participant sports, radio/TV/film, genealogy, wildlife ecology, international relations, personal fitness, travel, mountain climbing, gardening, old pick-up trucks

### **PERSONAL**

Excellent health and fitness, non-smoker

### **PHILOSOPHY**

“I find the real thing in this world is not so much where we stand, but in what direction we’re going” – Oliver Wendell Holmes

### **INSPIRATION**

“Carpe Diem!”

### **PUBLICATIONS**

LOESER, Henry G. Digital Radio in Europe - a Review. Journal of Audio and Radio Media, London, 2012, vol. 2012, No 19, p. 80-84. ISSN 1937-6537.

LOESER, Henry G., Mary TRAYNOR and Richard HAND. Radio in Small Nations. Chicago: University of Chicago Press, 2012. ISBN 0-7083-2543-2.

LOESER, Henry G. Radio Liberty in the Context of EU-Russia-US Relations. Saarbrücken: LAP Lambert Academic Publishing, 2010. 59 pp. ISBN 978-3-8383-6356-1. 2007.

### **EVENTS**

[Media Diversity for Democracy Conference](#)