

STATE OF GEORGIA
CITY OF SANDY SPRINGS

A RESOLUTION APPOINTING A MEMBER TO THE SANDY SPRINGS BOARD OF ETHICS

BE IT RESOLVED by the City Council of the City of Sandy Springs, Georgia (“City”) while in regular session on July 15, 2014 at 6:00 p.m. as follows:

SECTION 1. That Reed Haggard is hereby appointed to fill the unexpired term of Kevin King commencing on July 15, 2014 and ending on November 1, 2014; and

SECTION 2. That members and alternates of the Board of Ethics shall be eligible for reappointment upon nomination by the Mayor and confirmation by the City Council and shall not serve more than two (2) consecutive terms when serving as a member, or two (2) consecutive terms when serving as an alternate; and

SECTION 3. That this Resolution shall become effective upon its adoption.

RESOLVED this the 15th day of July, 2014.

Approved:

Russell K. Paul, Mayor

Attest:

Michael D. Casey, City Clerk

(Seal)

Summary

Reed Haggard has more than three decades of senior-level radio experience in both commercial and public radio sales and management. In 2010, he co-founded Progressive Voices, the mobile and digital one stop for America's top politically-progressive media talkers, progressive news and information 24/7/365. He serves as Chief Executive Officer (CEO).

He began his radio broadcast career as an on-air talent while attending The Marist School in Atlanta, GA and while pursuing a BBA in Marketing at Georgia State University's J. Mack Robinson College of Business, where he graduated Magna Cum Laude.

Migrating to the sales and management side of the radio business, Reed was an account manager at Atlanta's V-103 (WVEE-FM) for four years before joining powerhouse Atlanta station 99X (WNNX-FM) as Director of Sales in 1991. 99X owner Susquehanna Broadcasting later launched eventual market-leader Q100 (WWWQ-FM), which was also under his sales direction. During more than a decade under his sales management, the stations grossed more than \$165 million in revenue with average year-over-year revenue growth at 23%. Responsibilities included hiring, training, development of off-air revenue channels, promotional concepting and marketing and customer loyalty programs.

In 2002, Reed co-founded Air America Radio, the first national, politically-progressive radio network and served as Director of Sales. Air America provided the first national media platforms for Rachel Maddow and launched Al Franken as a political commentator.

Upon Air America Radio's buy-out by venture capitalists, Reed returned to Atlanta to become Director of Sales of Public Broadcasting Atlanta's WABE-FM, Atlanta's NPR affiliate. He re-wrote and revised the underwriting model for WABE and sister TV station PBA30 that generated a 15% increase in annual billing. He also implemented a content-based sales plan that doubled total sales revenue by mid-2007 while decreasing associated cost of sales.

Experience

[Co-Founder & CEO](#)

[Progressive Voices](#)

June 2010 – Present (4 years 2 months)

Progressive Voices is the mobile and digital one stop for America's top progressive media talkers, progressive news and information. Formed in 2011, Progressive Voices is headquartered in Atlanta, GA.

Progressive Voices aggregates top progressive radio talk shows and delivers them via mobile device (smartphones and tablets) and online 24/7/365 via the Progressive Voices Channel on TuneIn and The Progressive Voices iOS and Android apps. Weekday shows include Bill Press, Stephanie Miller, Ed Schultz, Thom Hartmann, Leslie Marshall, and Mike Malloy. Weekends

feature Ring of Fire with Robert F. Kennedy, Jr., Mike Papantonio, Sam Seder; Terrence McNally's A World That Just Might Work; Brad Talk with Brad Friedman and Desi Doyen; Nurse Talk; and The Interfaith Council's State of Belief. We do not carry the 17 minutes of local radio commercials hourly, and instead air aggregated and original programming, making the stream almost commercial free.

The progressive end of the American political spectrum is growing rapidly! Our population is getting younger and more diverse. The audience for progressive programming is younger and more gender and ethnically diverse than that of traditional talk radio, and is greatly underserved by the media.

This audience has a higher adoption rate of smartphones and tablets, falling into the "heavy user" category. Thus, Progressive Voices focus on mobile and digital delivery that reaches the target audience where they are – using mobile devices.

President

Reed Marketing Associates

December 2001 – Present (12 years 8 months)

Reed Marketing Associates is a full-service, strategic sales and marketing organization specializing in sponsorship sales, sales force training and recruiting and overall sales development

Partner

guestconnect

May 2010 – August 2013 (3 years 4 months)

guestconnect is a comprehensive engagement marketing platform providing brands with a totally new concept in consumer marketing.

With guestconnect, you can turn a "TARGET" into a FAN.

Backed by the massive footprint of Centerplate, the industry leader in hospitality management, and the multi-platform marketing savvy of Maisano and Associates, guestconnect allows your business, product or service to engage an audience in a very personal way.

Director of Sales

Public Broadcasting Atlanta

June 2004 – October 2007 (3 years 5 months)

Re-created the sales/underwriting model for WABE-FM (NPR radio) and PBA30 (PBS-TV). Increased billing 15% annually through targeted account focus and systems re-design.