



LOCAL RADIO NETWORKS NAMES DONNA HALVERSON AS VP REGIONAL AFFILIATE SALES

24/7 Formats Programmed to Meet the Needs of Radio Broadcasters

Revolutionary Delivery System Designed to create Cost Efficiencies for Stations

ANGOLA, IN, February 23, 2016 – Local Radio Networks, Inc. (LRN) has announced the appointment of Donna Halverson to the position of VP Regional Affiliate Sales for its 24/7 music radio formats. Well known and highly regarded among radio station owners and operators across the country, Halverson begins her role with LRN immediately.

“We are thrilled that Donna has agreed to join Local Radio Networks to ramp up our affiliate onboarding as the network continues its amazing growth,” says Steve Swick. “We could think of no one better to provide attention and assistance to our new clients as they transition to LRN.”

A long-time national radio and advertising executive with international experience across three continents, the rapport Donna creates with her clients has been a hallmark of her success. She is most recognized for her most recent work with Eastlan Ratings, Timeless Cool, ABC/Disney Citadel, and Radio Disney, to name a few of her affiliations.

“I’m very pleased to join Local Radio Networks at this critical time in its evolution,” says Donna Halverson. “Steve Swick and the LRN team have done an amazing job building and field testing the RVC technology, taking the time to create the right programming and attracting great talent, not to mention expending the resources to do it right. Everything is now in place to take the network to scale.”

Local Radio Networks offers six initial offerings programmed to meet the needs of radio broadcasters: Adult Contemporary, Hot Adult Contemporary, Mainstream Country, Classic Country, Classic Rock, and Oldies. LRN helps stations become more profitable by reducing operating expenses while maximizing the local feel of every station with first class talent. LRN is powered by a revolutionary VPN-based delivery technology known as RVC - Radio Velocity Control.

“As an independent broadcaster, I can tell you that the quality of format solutions available to stations has deteriorated,” explained Steve Swick, Chief Executive Officer, LRN and Owner, Swick Broadcasting. “We created LRN to disrupt the satellite model and offer owners and operators a more efficient and compelling solution by radio people for radio people.”

**Please reach out to Donna Halverson to schedule a demo and choose a format:
+1 (214) 307-5087, donna@localradionetworks.com, or www.localradionetworks.com.**

AdLarge Media provides exclusive national advertising sales representation for all of LRN's 24/7 audio formats. www.adlarge.com

About Local Radio Networks (www.localradionetworks.com)

Local Radio Networks, Inc. is a Michigan limited liability company that provides 24/7 radio programming to small and medium market stations, helping them reduce operating costs and maximize localized content. Steve Swick is the CEO of Local Radio Networks and currently owns and operates Swick Broadcasting Company including eight AM & FM radio stations, Swick Holdings Inc. consisting of commercial real estate, as well as ZipSpider.com Inc. a wireless internet service provider – all located in Indiana, Michigan and Ohio.

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