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Former Clear Channel VP Alan Sledge Launches a Media Management Company Focused Totally on the Needs of Today's Radio Talent

(Seattle, WA) Alan Sledge, former VP of Programming for Clear Channel, has launched his own media management company Alan Sledge Media Management, Inc. His company will focus on the needs of today's Radio talent including consultation, content monetization, new media messaging, brand development, exploration and management of new distribution opportunities and career counseling. In an effort to optimize talent brand management and development along with new media strategies, Alan Sledge has entered into a strategic partnership with well-known talent agent, Paul Anderson.

Similar to the Hollywood management model, clients of ASMM, Inc. can expect to garner guidance from the best of both worlds – Talent Agent and Media Manager. Sledge and Anderson will work together and delve into the career goals of talent helping them to develop strategies to ensure success on the next level.

"In today's Radio landscape of consolidation and digital integration, we have to think beyond just what goes over the airwaves and traditional media. There's a tremendous opportunity in being a content provider in today's digital and broadcast world. More upside in distribution means incredible opportunities for key talent. ASMM, Inc. will assist media talent to maneuver into even higher levels of success," said ASMM, Inc. Founder and President, Alan Sledge.

As a former senior level executive with Clear Channel Radio, Sledge has successfully overseen programming and operational responsibilities in major US media markets like Chicago, San Francisco, Phoenix, Dallas and Seattle.

"Alan is one of the most accomplished and respected broadcasters. His unique skills and background will help talent navigate a new world of digital distribution. I am excited to have our two companies collaborate with clients and broadcasters to optimize talent brands in the marketplace," said Paul Anderson.

Paul Anderson is nationally prominent talent agent with clients in both Radio and TV. Anderson, a former partner in a Seattle law firm catering to the media, entertainment and technology worlds, was also the CEO of a successful internet media tech company. His agency is based in Seattle, Washington.

Alan Sledge Media Management, Inc. was formed in October of 2009 and is based in Scottsdale, Arizona.

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