

News Release



**Traffic Directors Guild of America
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San Juan Capistrano CA 92675**

First In Nation

Highest Level Certification Status Awarded to Rochester Public Radio Broadcaster

(San Juan Capistrano CA – June 1, 2005) – Rhonda Austin, Radio Operations Manager at WXXI AM-FM in Rochester, NY, has just been notified of the awarding of *CTD* – Certified Traffic Director status. Mrs. Austin becomes the first Public Radio Broadcaster in the United States to attain this professional level within the broadcasting industry. The certification program covers an intensive Study Program and battery of rigorous examinations, conducted by the prestigious Traffic Directors Guild of America.

TDGA is a national trade association dedicated to educating, enhancing and providing services to a rather unique group of professionals within Radio and Television. They schedule programs, announcements, and public service announcements in the more than 13,000 stations in the United States.

Larry Keene, CEO of the 5,000 plus member organization praised Austin on her accomplishment. “Rhonda literally worked her way up the ladder. Beginning 17 years ago as an intern for WXXI-TV, she became the FM Traffic Coordinator in 1988 and has witnessed the dramatic changes in technology and the scope of her position through which everything funnels for scheduling. Officially, her title as Radio Operations Manager now encompasses WXXI-AM, WXXI-FM and the Reachout Radio network feeds from the facility.

To acquire her new CTD status, Rhonda has worked her way through scores of pages of Study Guides containing hundreds of unique terms and definitions within the industry, a thorough knowledge of FCC Rules affecting her department and a third element examination requiring mastering procedures and applications. The scores of the three elements place her with the equivalent of a 3.8 grade point average.”

Austin admits to being a “news junkie”, contributor to public broadcasting, has eclectic tastes in music, spends as much time with her daughter as possible and adding to a broad scope of interests, is currently taking kickboxing lessons. She looks forward to signing her next correspondence by adding CTD after her name. (Certified Traffic Director).

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