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For Immediate Release

EASTLAN EXPANDS CLIENT SUPPORT TEAM WITH KELLY & EHRMAN

"Life is too short for the phone tree to nowhere", Gould says

With its rapid market expansion accelerating into 2027, Eastlan Ratings has enlarged its client training and support team with two longtime radio veterans: Jay Kelly and Tommy Ehrman.

Jay Kelly brings decades of media expertise to Eastlan as a nationally recognized broadcast and digital consultant. Kelly spent many years as a major-market radio drive-time talent and Program Director in markets including Seattle, Minneapolis, Salt Lake City, and Kansas City. His experience with Wet Fish Digital makes Kelly uniquely qualified to help radio sales teams craft strategies to sell digital services and effectively compete in today's cross-media landscape.

Small- and medium-market expert Tommy Ehrman brings a deep, hands-on radio background to the Eastlan. Starting his career as a part-time janitor at a station in Modesto, California, Ehrman worked his way through the ranks, highlighted by an 18-year tenure with Citadel focused on sales and sales management. Ehrman is widely recognized for his expertise in building high-performing radio schedules.

"Life is too short for a phone tree to nowhere or time-sucking chatbots. When our clients need assistance, they need it now," said Eastlan President Mike Gould. "We are resolute in our commitment to provide our clients the support they deserve: real humans who listen and respond quickly. I simply don't understand why other ratings vendors devalue their clients by forcing them to endure inconsistent offshore support or frustrating automated chats that can't understand basic needs."

Eastlan will be announcing several staff additions and numerous new markets in the next few weeks.

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Eastlan Ratings is a privately held media-research firm headquartered in Bellevue, Washington. Eastlan Ratings was formed in 1999 and provides radio audience measurement data to markets across the United States. For more background see www.eastlanratings.com.