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For Immediate Release

AGENCY VET JOINS EASTLAN

Costello: "…who else is actually increasing their commitment to radio…"

(BELLEVUE, WA) Joe Costello, Senior VP of Sales at New York-based rep firm, Gen Media Partners is joining Eastlan Ratings. Costello brings a wealth of station relationships, agency connections and national sales expertise to Eastlan's growing base of resources.

Costello has enjoyed a 5-decade long career in radio sales-first as the station level followed nearly 30 years at the national level as a rep firm partner at The Tacher Company before joining Gen Media Partners in 2019. Costello is also serves on the Board of Directors of the Oregon State Association of Broadcasters.

Costello is looking forward to his career pivot, "I'm proud to continue preaching the radio gospel while helping stations turn data into dollars. Eastlan is such a breath of fresh air, who else is actually increasing their commitment to radio?"

"Joe has been a friend of Eastlan for many years, it's cool to finally have him on our team" remarked Eastlan President Mike Gould. "He's a great listener, exceptional relationship builder and has a knack for helping stations use data to find new revenue."

Costello will join Eastlan after the holidays.

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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.