



DETROIT RADIO ADVERTISING GROUP NEWS FOR 2013

January 2013



Bill Burton, President of the Detroit Radio Advertising Group (D.R.A.G.), reports that the National Automobile Show in Motown was a smashing success. He tells RBR-TVBR The Detroit Automobile Dealers are bullish about car sales in 2013 and radio. Burton, who has made a career out of selling at the top, is known for his often quoted line: "Don't Take No From A Person Who Can't Say Yes." Pictured in the photo is Alan Mulally, President and CEO at Ford Motor Company, who is Burton's hero, and "a fabulous guy." Of course, Burton reminds us all, "An automobile is a radio with four wheels."

February 2013



Autoline Host, John McElroy was our guest speaker at the March 7th Detroit Radio Advertising Group Workshop at Lawrence Tech.

Pictured from left to right: Vickie Figueroa, WJR Radio; Martin Wilke, WWJ Newsradio; Bill Burton, President, Detroit Radio Advertising Group; Mike Koehler, Bell Media; John McElroy; Rick Burkhardt, WJR-AM Radio; Greg Smith, CBS Radio; and John Petty, WWJ.