

S U C C E S S

Mixing Passions

MUSIC AND MARKETING COMBINE TO FORM WHAT **HOLLY CLEVENGER** CALLS HER IDEAL JOB AT ENTERCOM | By Barrett Baker

Trying to keep up with Holly Clevenger is like trying to catch lightning in a jar—you never know where she'll touch down. And if you do manage to be at the right place, at the right time, you won't keep her bottled up long. As the director of strategic sales, marketing and digital for Entercom, one of the five largest radio groups in the United States and the largest in Hampton Roads, she is constantly on the go, trying to provide advertisers with the best ways to reach their chosen demographics.

As a mom of two young boys, it's a Herculean task. But Holly has a seemingly endless tank of energy combined with a super enthusiastic personality and a passion for immersing herself 110 percent into everything she touches. It's a formula that works well for her on both sides of the work/family equation and explains why she was nominated for the 2011 Radio Wayne Award for Sales Manager of the Year with radio professionals across the country. Holly has managed to find what she considers the best job in the best place to live.

Hampton Roads Magazine: You're a native Virginian, correct?

Holly Clevenger: Yes, I was born and raised in the Northern Neck and went to college at the University of Mary Washington in Fredericksburg. I love being in Virginia, and I adore the Hampton Roads area because I'm close to family and my kids, and I love Virginia Beach. We pretty much live there from the moment it gets warm enough to touch the sand until someone kicks us out.

HRM: How much fun is it to work at a radio station?

HC: It's a lot of hard work, but it's amazing, too. We're the number one radio group in Hampton Roads with four very powerful brands that include 94.9 The Point, Z-104, 95.7 R&B, and 101.3 2WD. We have wonderful fans, fabulous radio personalities and a really smart staff. Plus, Entercom is a progressive company. One

of the things we're known for and focus on is creating integrated marketing solutions for our customers, and that's really where I come in.

HRM: And you get an opportunity to go to a lot of exciting events?

HC: Yes, it's a lot of fun. I've always said that this is my dream job. Not just because I get to meet some of my favorite personalities and engage in some of the very cool things that makes radio great, but more because it's a mix of my passions. I grew up very involved in music with my family—I played the piano, sax and I sang—so obviously the music side is a big plus. But then there's the creative side. I love marketing, and I enjoy working with clients and finding solutions for them. From the management side, I can do what I feel is one of my greatest strengths, which is the coaching and training facet.



HRM: People reading this are going to want your job. Any advice for people looking to get into broadcasting or sales?

HC: I would definitely say you need to be a consummate student. In this industry there are so many distribution channels for media now with new channels constantly introduced. You need to immerse yourself in new media, understand brand extension and create innovative solutions. As for sales, you need to be passionate about your products so that you can exude your confidence in the brand when speaking to potential clients.

HRM: How do you find time for family?

HC: It's never easy, but I'm very committed to maintaining a healthy balance of work and

family life. I try to engage my children in some of the great opportunities I have at work, so that's helpful. My kids are also very passionate about music so they think that mommy's job is pretty cool. They still believe that when they hear their favorite song on the radio, that mommy played that for them. My family is my biggest passion and motivation.

HRM: Besides family and work, what do you love about Hampton Roads?

HC: There are so many things to see and do here, all year long. I love all of the opportunities for outdoor activities and cultural events. My family and I are very outdoorsy, so we love the beach, we love the water, and obviously, Hampton Roads is perfect for that. **HRM**