

CARL GARDNER
Vice President and Market Manager
Bonneville Seattle Media Group

Carl Gardner is Bonneville's senior executive in Seattle, serving as Market Manager for the company's radio and digital media assets in the Pacific Northwest: 97.3 KIRO-FM, 710 ESPN Seattle, AM 770 KTTH, and www.MyNorthwest.com.

Gardner joined Bonneville in his current capacity in July 2008. Charged with overhauling and repositioning the business for future growth, he has led through a period of extensive change: Moving KIRO's legacy news-and-talk programming to FM and retooling the product for a new generation of audience; launching an all-new sports format on 710 AM and building a partnership with the Seattle Mariners Baseball Club; growing MyNorthwest.com from infancy to become a significant player in the local online media space; and guiding the operation through a combination of deep cyclical recession along with secular change in the advertising and media industries.

Prior to joining Bonneville, Gardner served seventeen years with Journal Communications, of Milwaukee, Wisconsin. There he filled several executive roles, including Executive Vice President of Television and Radio Operations, President of Radio Operations, and Vice President of Digital Media across the company's broadcasting and newspaper publishing divisions. He was a member of the private company's board of directors for nearly five years.

Gardner is a 1977 graduate of the University of Washington in Seattle, where he earned a B.A. in Communications. His media career began in Seattle, and included service in Denver and Portland before his long tenure in Milwaukee and subsequent return to the Northwest.

He is an active Board member of the Washington State Association of Broadcasters, Puget Sound Radio Broadcasters Association, and Seattle Sports Commission; past chairman of the NAB Radio Board and member of the NAB Executive Committee; and past member of the Radio Advertising Bureau Board and the Associated Press Advisory Board.

Carl and his wife Kim have been married since 1986, and have four children ages 30, 28, 25 and 21.