

**FOR IMMEDIATE RELEASE**

**Coleman Insights Names Jay Nachlis as Associate Consultant**

**RESEARCH TRIANGLE PARK, NC, July 18, 2017** – Coleman Insights announced today that Jay Nachlis has joined the media research firm as an associate consultant. The announcement was made by Warren Kurtzman, president at Coleman Insights.

“Jay is a very strong addition to the Coleman Insights team and we are thrilled to welcome him,” said Kurtzman. “The recent expansion of our executive team to include Jessica Lichtenfeld, Meghan Campbell, and now Jay as associate consultants reflects how bullish we are on radio. Having Jessica, Meghan, Jay and the whole Coleman team behind us demonstrates the commitment that Jon Coleman, John Boyne, Sam Milkman, John Moenninghoff and I have to providing deep insights and world-class service to our clients.”

“Working on strategies and solutions for radio stations that establish and bolster their positions in the marketplace has been a career long passion,” said Nachlis. “I’m excited to be with a company dedicated to providing lasting results for its clients, backed by actionable data. It’s an honor to join and support the incredible team that’s been assembled at Coleman Insights.”

As an associate consultant, Nachlis will design and analyze strategic and music research projects that help radio stations build strong brands and develop great content. He arrives at Coleman with more than two decades of radio experience, including on-air, music director and program director positions in San Francisco, Buffalo, Detroit and Raleigh-Durham. Jay started his radio career at WJPZ-FM at Syracuse University, where he earned a Bachelor of Science degree in television, radio and film management.

**About Coleman Insights**

Coleman Insights, headquartered in Research Triangle Park, NC, with offices in Philadelphia and Hamburg, Germany, is a firm that has helped media properties build strong brands and develop great content since 1978. Its clients include hundreds of media properties in North America, South America, Europe and Asia, including those owned by CBS Corporation, Emmis Communications, The Walt Disney Company, iHeartMedia, Univision, Bonneville International

Corporation, Hubbard Radio, Newcap Radio, Lagardère International, SummitMedia, Grupo Prisa, Salem Communications, The Mondadori Group, Connoisseur Media, Corporación Radial del Perú, SBS Broadcasting, Neuhoff Media, Townsquare Media and Alpha Media. Additional information about Coleman Insights is available at [www.ColemanInsights.com](http://www.ColemanInsights.com).

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