

MAKING WAVES

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PROMOTING PROGRESS, CREATING CHANGE



26 Foundation Trustees
Tribute With a Twist

**Top 20 Women in
Sales and Marketing**



Top 20 Women in Sales and Marketing

They're motivated. They're innovative. They're at the top of their games. These top 20 women in radio, TV and cable sales and marketing, selected in a nationwide poll by AWRT members, are making a name for themselves – and their companies.



Julie Ballard-Lebe

JULIE BALLARD-LEBE

Senior Vice President/
Director of Sales/Regional Offices
Viacom Stations Sales

Helping the Curious

Julie Ballard-Lebe was named senior vice president/director of sales/regional offices of Viacom Stations Sales, an in-house television representation firm of both CBS- and

UPN-owned and -operated stations, in March 2004. Prior to this promotion, Ballard-Lebe most recently served as senior vice president/West Coast sales, overseeing the company's Los Angeles and San Francisco offices/territories. Prior to Viacom's purchase of CBS Television Stations, she was vice president/director of sales for the CBS Los Angeles office. All total, Ballard-Lebe has been with the company's management team for 17 years.

Prior to joining CBS, Ballard-Lebe served as vice president/sales manager of MMT Sales Inc., an independent national television rep firm handling sales for various TV affiliates across the country. Working in both the Los Angeles and Chicago sales offices for MMT, Ballard-Lebe held various positions from account executive to sales manager for more than nine years.

She began her career as an account executive with WDAI-FM, the ABC-owned and -operated radio station in Chicago before moving into television. Ballard-Lebe graduated from Northern Illinois University, Dekalb with a bachelor's of art in journalism. A strong believer in giving back to the community, Ballard-Lebe is involved in various charities and university programs, giving internships to those who want to venture into our exciting business.



Jill Albert

JILL ALBERT

Senior Vice President/Director of Marketing
Interep Marketing Group

From the Inside Out

Starting her career on the agency side of the business gave Jill Albert an invaluable per-