

# Lance Rothschild

## RESUMÉ

Lance Rothschild has worked in the radio and media industry for over 40 years. He started his radio journey in 1981 on the Campus Radio Station – The Voice of Wits (now VOW FM) and was appointed Station Manager in 1982.

He joined Radio 5 (now 5FM) as Programme Manager in December 1986. He was promoted to the position of Station Manager and in 1992, he was responsible for the station's name change to 5FM. Under his management, the station's revenue grew from R 6.75 million per annum to R 55 million and listenership grew by over 300%. He worked with many of the top stars in broadcasting.

Rothschild left 5FM in 1994 to join M-Net as General Manager of Premium Programming in May 1994. He subsequently spent some time in print media and has amassed experience in online and Social Media.

In 2000, he established a Marketing and Public Relations Consultancy which primarily serves Business-to-Business clients. He also maintained a keen interest in the Radio industry and has published and edited several articles about Radio across several media and publications. He has consulted to various Radio and Media Organisations and frequently presents radio talks at conferences (domestically and internationally) and consults to various radio stations and organisations on issues including strategy, management, marketing, sales and presentation.

From 2010 to 2019, he was at the core of the MTN and Liberty Radio Awards programme. He built this programme from commencement into the foremost radio awards programme in South Africa

In May 2015, he contracted to the MSG Group to stabilise programming and operations at POWER 98.7 FM in the role of Head of Programming. He left POWER in June 2016 to focus on the Radio Awards and secured the Liberty sponsorship of these awards in late 2016. The Liberty sponsorship contract expired in 2019.

In July 2019, he was a keynote speaker at the SABC Radio Connect conference in the Magaliesberg.

In December 2019, he joined Classic 1027 FM as General Manager and was responsible for stabilising operations and stemming the station's losses whilst awaiting the regulator's adjudication on the station's application for a change in format. Subsequent to the station's approved format change, he served in the role of Marketing and PR manager at HOT 102.7FM. He also headed up the HOT 1027 Radio Training Academy.

He serves as a non-executive director on the boards of radio stations in both Botswana (Yarona FM) and Zambia (Radio Phoenix).

In 2021, Lance was inducted into the Radio Awards Hall of Fame.

**CURRICULUM VITAE**

**LANCE ROTHSCHILD**

## PERSONAL PARTICULARS

Full Name	Lance Mark Rothschild
ID Number	
Address	
E-Mail address	
Date of Birth	
Place of Birth	
Marital Status	Married
Spouse's Name	Lynne
Physical Health	Excellent
Citizenship	South African
Languages	English (first language)Afrikaans (second language)
Sporting Interests	Running; Motorcycling; Swimming; Scuba Diving; Squash; Golf; Cycling; Tennis
Hobbies	Music; Outdoors; Cooking; Photography
Computer Skills	Microsoft Office Suite; Lotus 1-2-3; RCS Professional Broadcast Programming Packages; Social Media;

## EDUCATION

High School	Roosevelt High School Baine Street Roosevelt Park Johannesburg
From	1973 to 1977
Highest Standard	Matric 1977 (University Entrance)
Subjects Taken	Mathematics, Science, Accounting, History, English, Afrikaans.
University	University of the Witwatersrand 1 Jan Smuts Avenue Braamfontein Johannesburg
From	February 1980 to December 1982
Faculty	Commerce
Courses	Accounting 1; Business Economics 1 Economics 1; Commercial Law 2 Mathematics and Statistics 1 Communication Studies
College	NB. Did not complete degree Damelin Management School College of Marketing Johannesburg
Course	Diploma in Marketing Management
Result Achieved	2+ (First Class 75-79%)

## EMPLOYMENT RESUMÉ

### June 2021 to March 2022

Company	HOT 1027FM (Pty) Ltd
Position	Manager Marketing and PR
Responsibilities	Branding of the station's assets; development of the station's social media presence and assets and grow social media presence; advertising campaigns; Trade Marketing; Launch videos and presentations; Sales Presentations; Events; Branded Merchandise; Developep, co-ordinate and manage the HOT 102.7FM Radio Training Academy

### December 2019 to June 2021

Company	Classic FM South Africa (Pty) Ltd
Position	General Manager
Responsibilities	Stabilise the station following a process of Business Rescue. Change programming to make it more broadly accessible and more appealing to a wider audience. Generate revenue for the station.

### December 2016 to present

Company	Radio Phoenix Limited – Lusaka, Zambia
Position	Non-executive Director
Responsibilities	Attend quarterly board meetings Advise on strategy and operations Consult on programming, marketing and sales

### September 2016 to April 2019

Company	Liberty Radio Awards
Position	Chief Executive
Responsibilities	Secure a new title sponsor for the Radio Awards. Re-introduce the Radio Awards programme to the industry and ensure participation across the industry. Ensure all systems, procedures and processes are operational to ensure successful execution of the Radio Awards programme. Manage the continued success and growth of the Radio Awards

### May 2015 to May 2016

Company	POWER 98.7 FM
Position	Head of Programming (Consultant Position via Opportun(at)e)
Responsibilities	Stabilise the operations and programming of a relatively new (2 years old) Radio Station (Talk and News format). Develop operating disciplines. Revise and revitalise key shows. Motivate, coach and nurture talent. Ensure that product meets with audience requirements. Build relationships with media/advertising agencies and clients.
Reason for Leaving	Completion of contract

## September 2014 to Present

Company	YARONA FM (Pty) Ltd (Gaborone)
Position	Non-executive Director
Responsibilities	Attend quarterly board meetings Advise on operations and on strategy Consult on programming and on sales

## August 2009 to April 2015

Company	Future Group
Position	CEO MTN Radio Awards (Consultant Position via Opportun(at)e)
Responsibilities	Establish and build the MTN Radio Awards into a leading awards programme that recognises and rewards talent in the Radio Industry. Establish rules of the competition Create adjudication system Recruit adjudication panel Manage and market the awards process Create and publish a bi-annual publication Presentations to the industry at roadshows Manage the Awards event production and presentation
Reason for leaving	MTN discontinued sponsorship and contract opportunity arose at POWERFM

## 1 July 2000 to present

Company	Radio Only CCT/A Opportun(at)e
Position	Managing Member
Responsibilities	Provide a full-range of PR, Marketing and Communications services to business clients Provide consulting services to Radio Organisations Advise on strategy to Radio Organisations Devise turnaround and sales strategies for Radio Stations

## 1 May 1998 to 30 June 2000

Company	DiagonalStreet Communications
Position	Account Director
Responsibilities	Client service, New Business, Strategy development, Development of marketing and communications plans, Media liaison, Event co-ordination, Financial communication with analysts

## 1 October 1997 to 31 March 1998

Company	Independent Newspapers Gauteng
Position	Business Development Director
Reason for leaving	Retrenched due to financial cutbacks
Responsibilities	Consumer marketing of a range of newspaper titles including The Star, Pretoria News, Diamond Fields Advertiser, The Sunday Independent and several others. Establishment of a new business approach.

### 1 January 1997 to 30 September 1997

Worked as a consultant on contract as Marketing Manager for a small group of companies, reporting to the Managing Director. His companies include a small chain of professionally managed retail paint outlets and a fast-moving hardware consumables supplier. Established systems and developed long-term strategy for the companies planned listing in May 2000.

Consulted to the New Radio Consortium and assisted with the start-up of their radio sales operation (now known as RadMark). This included recruitment of staff and the evaluation and setting-up of business systems (computers).

Project-based consulting for various companies varying from developing business units to the development and implementation of marketing systems and strategies. Project-managed a supplement to the May issue of Marketing Mix, namely the inaugural Marketer's Radio Guide.

### 1 February 1996 to 31 December 1996

Company	ADactive Advertising and Marketing
Position	Strategic Manager - Client Service
Reason for Leaving	Agency lost key account
Responsibilities	Grow the agency's new business portfolio, whilst getting involved in strategic and tactical development of existing client's business. Ensure that clients' advertising and marketing conforms with a tightly-focused strategy. Investigate, develop and implement new opportunities for clients.
Clients	CNA; FUJI FILM; SONY Music; 5 FM; Sun International (Entertainment and Sales); Struik Publishing;

### 1 January 1995 to 31 January 1996

Company	The New Radio Consortium
Position	Consultant
Reason for Leaving	Delay in I.B.A.licensing process made me redundant

Employed as a consultant to The New Radio Consortium, A four party consortium comprising The Mail & Guardian; Kagiso Trust Investments; VideoVision; and Publico Limited. This consortium has applied for several commercial radio broadcasting licenses, and later successfully bid on the purchase of two of the SABC Regional radio stations.

### 1 May 1994 to 31 October 1994

Company	M-Net (Electronic Media Network Limited)
Position	General Manager - Premium Pay
Reason for Leaving	Departmental downsizing due to non-award of M-TV contract.
Responsibilities	The acquisition of programme material for the main (Premium Pay) M-Net channel. The scheduling of this programme material in such a manner as to ensure the channel has a broad-based appeal to subscribers and potential subscribers.

### 1 December 1986 to 30 April 1994

Company	5 FM (Radio 5) (a S.A.B.C. Radio Station)
Position	Station Manager
Responsibilities	General Management of Radio Station. Responsible for all aspects of the station's performance, particularly the targeting and positioning of the station, with the primary objective being to structure the station in such a manner that makes it attractive to the target audience and ensures that the station remains a viable medium for its advertising clients. All aspects of General Management including staffing and staffing structures, financial management and client liaison.

Reason for Leaving	"Headhunted" by M-Net, who offered a substantially more attractive financial package and the opportunity to manage M-TV Africa
Notable Achievements:	Grew audience size consistently and maintained market leader status for the entire period. Station revenue grew by eight hundred per cent (800%) over a seven year period. (R 6.25m in 1986 to R 50 m in 1993)
Advertising Awards	Loerie Finalist in 1991 for Radio 5 "Friends" commercial Gold medal in New York Advertising festival for 5 FM "Dancer" commercial
Conferences & Papers	Addressed the 1989 Shopping Centre Marketing Conference, presenting a paper on Consumer Behaviour and promotional marketing. Participated in Radio Workshops 1987, 1988, 1989, and 1991. Judged SPADA Awards in 1990, 1991 and 1993 Presented a paper to Johannesburg Creative Directors entitled "The Blank Canvas" (1992) Presented a paper at the inaugural " <b>Brands and Branding</b> " conference in Sandton in November 1993. This paper featured Radio 5 as a case study and was entitled "Brand Development and Positioning" Addressed the Association of Christian Broadcasters on the subject of Radio Station Management in April 1995 Submission to IBA on local content and on frequency management and allocation (the latter was also published in The Saturday Star and Marketing Mix)