



A True Collaboration: How Dick Broadcasting and Marketron TaaS Work as One Team



Dick Broadcasting Company (DBC) operates 20+ radio stations across four East Coast markets.

When staff changes created added pressure on the local traffic team, DBC partnered with Marketron's Traffic as a Service (TaaS) program to strengthen operations, improve efficiency, and maintain quality across multiple stations.

Known for its collaborative approach, DBC found in Marketron a true operational partner. One that extends their team, not replaces it.

- **Markets Served:** Savannah, GA (3 of 6 stations)
- **Marketron TaaS Support:** Traffic management and continuity.

Key Contacts Interviewed: Diana Wilds, Controller • Tara Harder & Tramesha Pringle, Traffic Managers

Challenges

- Staff reductions increased the workload on existing team members.
- Difficulty Maintaining accuracy and meeting deadlines across multiple markets.
- Needed a more streamlined process.
- Leadership sought to preserve local roles while gaining additional support and expertise.

Solutions

Partnering with Marketron TaaS, DBC gained a scalable support model designed around teamwork and shared ownership:

- A dedicated Marketron traffic team integrated into DBC's daily workflow.
- Continuity and electronic billing handled seamlessly for the Savannah market.
- Real-time communication and shared task management between Marketron and DBC traffic managers.

Results

-  Strong, responsive communication "like having someone down the hall."
-  Smoother workflows and fewer bottlenecks.
-  Increased efficiency and consistency across stations.
-  DBC has increased their knowledge base and skill set working along side Marketron TaaS team.



**DICK
BROADCASTING
CO. INC.**



TaaS

Dick Broadcasting and Marketron TaaS: “Working Together as One Team”

When staffing changes created gaps in the Savannah market, Dick Broadcasting partnered with Marketron’s Traffic as a Service (TaaS) to keep operations running smoothly. **What began as a support solution quickly became a true partnership** built on collaboration, trust, and shared success.

The Challenge

As internal shifts left Savannah’s traffic team stretched thin, DBC needed reliable, expert help that could manage day-to-day tasks without losing the speed, accuracy, or personal touch of local operations.

They wanted a partner who would enhance their team, not replace it.

The Solution

Marketron’s TaaS team stepped in to manage three Savannah stations, **handling daily logs and continuity.**

Using shared systems and constant communication, both teams work side-by-side, DBC leading strategy, Marketron managing execution.

“The hub isn’t just a vendor, it’s another coworker. Everyone has an assignment and goes after it like any teammate.” — *Diana Wilds, Controller, Dick Broadcasting*



Collaboration in Action

Strong communication. Shared purpose. Real results.

What makes this partnership stand out is how naturally the two teams operate together. The collaboration between Dick Broadcasting’s local traffic managers and Marketron’s TaaS specialists is rooted in mutual respect, open communication, and shared goals.

No missed deadlines, no dropped details. This coordination has brought new confidence and balance to DBC’s Savannah operations.

Local managers can focus on strategic work, collaborating with sales, improving client communication, and planning ahead, while Marketron’s team handles the details that keep things moving daily.

Together, they’ve built a model for modern traffic management. One that keeps radio operations running smoothly while preserving the local touch that makes community broadcasting strong.