

Dan Shelley

Dan Shelley is Incoming Executive Director of the Radio Television Digital News Association and Foundation (RTDNA/RTDNF). He is a longtime member of the Association, a former Chairman of the Board and current Foundation Secretary/Treasurer.

Previously, Dan was Senior Vice President of Digital Content Strategy for iHeartMedia, which reaches a quarter-billion consumers every month through its radio, digital, outdoor, mobile, social and events platforms.

In that role, he was responsible for the development of a national content strategy as well as the execution of all content across iHeart's 850+ radio station sites in 150 markets. He is also tasked with not only growing the current iHeartMedia network but expanding the business model to other audiences through syndication, partnerships and new digital products. He is based in New York.

Prior to joining iHeartMedia, Dan Shelley was a Senior Vice President at Interactive One, part of the Radio One family of companies. Radio One, Inc., is the nation's only multi-platform media company primarily serving African-American and other urban audiences.

Dan oversaw the digital platforms of Radio One's 55 radio stations. He also managed relationships with other digital publishers that partnered with iOne, including fellow Radio One companies Reach Media (nationally syndicated radio shows) and the cable network TV One.

Prior to joining Radio One, Dan was Director of Digital Media at WCBS-TV, New York, the flagship station of the CBS Television Stations Group. While there, he transformed wcbstv.com from fifth place to first place among local television news websites in the nation's largest media market. He also helped other CBS owned and operated TV stations across the country enhance their digital strategies.

Dan's career includes many years in radio management. He was news director/assistant program director at WTMJ-AM in Milwaukee where he was in charge of news and special events coverage. He also helped run operations for WTMJ's Green Bay Packers, Milwaukee Brewers and Milwaukee Bucks radio networks. Before Milwaukee, Dan was news director at KTTS-AM/FM in his hometown of Springfield, Mo.