



Dan Shelley

Dan Shelley is 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 most recently served as Foundation Secretary/Treasurer before becoming Executive Director in 2017. He is based in New York.

Previously, Dan was Senior Vice President of Digital Content Strategy for iHeartMedia. 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.

Prior to joining iHeartMedia, Dan was a Senior Vice President at Interactive One, part of the Radio One (now Urban One) family of companies. Dan oversaw the digital platforms of the company's 50+ radio stations. He also managed relationships with other digital publishers that partnered with Interactive One.

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

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. He holds an Electronic Media Communications degree from Missouri State University, which honored him in June 2018 with its Outstanding Alumnus of the Year Award, citing his career in journalism and leadership positions at RTDNA as evidence of his years-long commitment to public service, a primary mission of the university.

RTDNA is the world's largest professional organization devoted exclusively to broadcast and digital journalism. RTDNA works to protect the rights of broadcast and digital journalists in the courts and legislatures throughout the country, promotes ethical standards in the industry, provides members with training and education and honors outstanding work in the profession through the Edward R. Murrow Awards. RTDNA defends the First Amendment, advocates for open government and freedom of information, and promotes diversity in newsroom staffing and coverage.