



Carl W. • 3rd

President at The Partnership LLC . / BrainTrain - Chairman, Media Relations St. Jude Research Hospital
BrainTrain • University of Florida
Cleveland/Akron, Ohio Area • 500+ ~~88~~

InMail



Carl is a 41 year veteran of major market media, with extensive experience in radio, television, and digital marketing. His campaigns, voice, and creative concepts are currently seen or heard on multiple media outlets in Cleveland, Ohio and many other markets across Ohio and the country. Mr. White attended the University of Florida before beginning his career at WAVV-FM in Vero Beach Florida in 1979. Since then he has served in various capacities including Production Director, On-Air Personality, and Manager of General Local and National Sales. He has worked in various sized markets including small, mid-size, and major.

With a background in media law and compliance, Mr. White served as the creator and Director of the Clear Channel Ohio Political Networks from 1991 to 2014. During this time, he directed compliance, sales, and political marketing, candidate and issue initiatives, for 77 media properties in 17 markets in the state. He worked directly with four Presidential election committees and was an integral part of the campaign to bring casino gaming to Ohio. He has also served on the National Advisory Committee for Compliance, Standards and Practices. The platforms and procedures he developed are still in use today.

Mr. White is well respected for his creative concepts. He has developed memorable campaigns for companies such as, Gunton \ Pella, Anthem Blue Cross \ Blue Shield, Time Warner Cable, and several other larger companies.

Mr. White is an Ohio native, 1974 graduate of Perry High School and currently resides in Hudson, Ohio.

Experience



President

BrainTrain

Feb 2018 – Present • 3 mos

Cleveland, Ohio



President / Managing Partner

The Partnership, LLC. - BrainTrain

Aug 2015 – Present • 2 yrs 9 mos

Fairlawn, Ohio

President, and Managing Partner at The Partnership, LLC. - BrainTrain Creates. A full service marketing, creative services, and public relations firm, specializing in campaign development, execution, and custom creative imaging. We offer full representation, creative services, media negotiation and placement, and political strategy / campaign planning. All mediums and markets throughout the country.



Senior Strategy Consultant / Legal Specialist

iHeartMedia

Mar 2014 – Aug 2015 • 1 yr 6 mos

Cleveland/Akron, Ohio Area

Campaign planning and execution. Customer service. Development and oversight of multi-platform, multi-market imaging strategies.



Director, Clear Channel Ohio Political Networks

Clear Channel Communications

Mar 1991 – Mar 2014 • 23 yrs 1 mo

Cleveland/Akron, Ohio Area

Director, Clear Channel Ohio Political Networks (73 stations - 22 markets) FCC Compliance, Public File Maintenance, Third Party Liability, Sales-Marketing.

Clear Channel National Political Task Force; Clear Channel Political Advisory Committee. Member, SME Cleveland



General Sales Manager

Ardman Broadcasting

Jun 1988 – Mar 1991 • 2 yrs 10 mos

Cleveland, Ohio

General Sales Manager WPHR-FM "Power 108" Cleveland, Ohio

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Education



University of Florida

Legal Studies, Broadcast Law; Civil Procedure: Constitutional Law

1977 – 1980

U of F radio & TV workshop. Gators Care Community Outreach.



Perry High School Perry, Ohio

1970 – 1974