

# The Media Audit

## NEWS RELEASE

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FOR IMMEDIATE RELEASE  
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### **Changing of The Guard Tracy Austin Named VP, General Sales Manager**

**(Houston April 18, 2014)** Today Phillip Beswick, CEO of The Media Audit, announced the appointment of Tracy Austin as Vice President General Sales Manager of the company. Most recently Ms. Austin was east coast regional manager. She takes over from Mike Bustell, who had been with The Media Audit for 21 years and is taking a position with a yet undisclosed company.

In making the announcement, Beswick, commented "Tracy is a natural leader. She has taken over territories and built a solid business helping clients grow their business. Tracy's peers have watched her do this and have naturally gravitated to her. Tracy could have been a doctor. Aside from being very smart and personable, she is very client focused, and works tirelessly to help her clients achieve their goals. I couldn't be happier that we have someone with Tracy's talents to naturally slip into the sales manager's role. Tracy epitomizes the spirit of The Media Audit, a small, personable company making a big difference to its clients."

'It is bitter-sweet to lose Bustell" Beswick continued. "Mike's clients loved him and he helped a lot of media earn a lot of money by helping them understand their strengths and selling those strengths. Mike made research interesting with his entertaining style. Everyone loved his quick and quirky sense of humor and looked forward to his regular training sessions. On the sweet side I am very happy for Mike. He has been with The Media Audit for more than half his business career and now is a great time to spread his wings with a new experience. It has been a privilege to work with him. I am very happy for him."

Commenting on her appointment Tracy said "As Mike has proven after his 21 years with The Media Audit this is a rare opportunity. And I couldn't be happier. I feel we have the right product at the right time. More than ever consumers live in a multi-media world of legacy media and the new digital age. We have a great sales team and I looking forward to working with them to ensure our clients are getting their optimal advantage out of our service."

The Media Audit sales team is uniquely suited to help media compete.

The Media Audit is a 42 year old multi-media, local market research company focused on helping media and advertising companies increase their sales through a better understanding of the consumer's product usage and media habits. Started in 1972 by Houston entrepreneurs, Bob Jordan and Jim Higginbotham, The Media Audit has grown to more than 100 surveyed markets across America. At the dawn of the digital age in the early 90's The Media Audit was the first local market research company to survey local media websites and was known as the standard for local web measurement. Today the company is leading the way with mobile information.

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