

TCB100

PEOPLE TO KNOW

THE TCB 100: PEOPLE TO KNOW IN 2019

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Every year at this time, *TCB*'s editors and correspondents sit around a big table, order in lunch, and ponder who will have the biggest impact on the region's economy and corporate community in the coming year. Then we whittle the list down to roughly 100 names and group them into categories with an eye to creating a timely "Who's Who" of Minnesota business and public policy. The TCB100 also serves as a "little black book" of the influencers, thought leaders, and key players likely to be making news or driving change in the year ahead.

Andy Bloom



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*Operations manager
Entercom Communications, Twin Cities*

When Entercom purchased CBS Radio's stations around the country last year, the fate of its Twin Cities troika of signals (WCCO Radio, BUZ'N Country, Jack FM) was unclear. Some observers thought the group was ripe to be sold to a programming group looking to build a greater presence in the market. Instead, Entercom committed to the region, securing Twins broadcast rights and bringing in a savvy programming veteran in Andy Bloom from CBS Radio Philadelphia to manage the group. His task is not without challenges. Buz'N has always been a poor second to iHeart Music's K102, and WCCO, though driving substantial cash flows, faces the obsolescence issues all AM radio stations face. If Bloom can position 'CCO for what's next and grow or reformat Buz'N, his tenure will be regarded as successful. If not, Entercom's modest Twin Cities presence will again become the subject of rumors.

TWIN CITIES BUSINESS