

Diane Sutter

President/CEO, Shooting Star Broadcasting

Biography

Diane Sutter's career has included radio and television station management, overseeing a television and radio station group, and owning and operating television stations. She currently consults for radio and television stations, media companies, financial institutions and other organizations.

In addition, she conducts management training and development for companies and organizations as a Gallup-Certified Strengths Coach. Sutter also works with organizations to implement Conscious Capitalism and "Purpose" in their company.

ShootingStar Broadcasting is the media company she formed to acquire and operate television and radio stations. The company owned the CBS affiliate in Abilene, TX (KTAB) and MyTV New England (WZMY-TV) in the Boston, MA market.

Ms. Sutter also served as the Trustee for the KFWB Asset Trust (The Beast 980-All Sports Radio) in Los Angeles, CA and facilitated the sale of the station. Sutter currently sits on the Advisory Board of Media Vista Broadcasting, Naples, FL. She was a member of the Advisory Board of Futuri Media, LLC, Cleveland, OH. Previously, she was a member of the Board of Directors of JW Broadcasting and consulted for the four station TV group in Columbia, MO until it was sold.

Prior Experience

Ms. Sutter served as the President of Shamrock Television, in Burbank, CA, a division of Shamrock Holdings, Inc., owned by the Roy Disney family. Sutter oversaw three network affiliates for Shamrock and was responsible for station operations and acquisitions.

Prior to that, Ms. Sutter served as Executive Vice President of Operations for Shamrock Broadcasting, which operated 23 major market radio stations as well as three network television stations. She came to the corporate offices in Burbank, CA from Lexington, KY where she was the Vice President and General Manager of Shamrock's ABC Television Affiliate there.

Her radio broadcasting career began in Pittsburgh, PA where she held numerous positions in radio, rising from newsroom producer through sales to sales manager, station manager, and general manager. She joined Shamrock Broadcasting and served as Vice President and General Manager of Shamrock's AM/FM combination in Pittsburgh, PA.

Previously, Ms. Sutter worked on Capitol Hill in Washington, D.C. in various capacities for members of both the House and Senate. Her last position was as the Press Secretary for Congressman Robert P. Hanrahan (Republican) from Chicago, Illinois.

Industry/Community Associations

Ms. Sutter is actively engaged in both her industry and community. She recently served as the Chair of the FCC Advisory Committee on Diversity and Digital Empowerment. In 2008, she was appointed to the FCC Advisory Committee on Diversity for Communications in the Digital Age and was re-appointed in 2009, 2011, 2012, and 2017 by multiple FCC Chairmen. Sutter also is a member of the Advisory Board of Multicultural Media, Telecom and Internet Council (MMTC). Sutter is also a member of the National Association of Broadcasters (NAB) Diversity and Inclusion Council.

She served as the National Chair of the Alliance for Women in Media (AWM) and on their National Board. In addition, she served on the Entrepreneurial Leadership Council of Suffolk University's Sawyer School of Business, and as a member of the Emerson College National Advisory Committee on Diversity in Boston, MA.

Ms. Sutter is a member of Conscious Capitalism LA and the All Star for Kids Council of the Children's Hospital of Los Angeles. She also serves on the Dean's Advisory Council for the American University School of Communications, Washington, DC. Previously she was a member of the Alumni Advisory Council for Allegheny College, Meadville, PA.

Broadcast Leadership Training Program

Ms. Sutter created and developed the *Broadcast Leadership Training (BLT) Program* for women and people of color sponsored by the National Association of Broadcasters Leadership Foundation (NABLF). She serves as the "Dean" of the executive-MBA style, 10-month program to train women and minorities to become broadcast owners and group heads and teaches many of the sessions. The program is celebrating its 20th Anniversary year and has 325 graduates, many of whom have gone on to ownership or have been promoted to "C" suite level positions in the industry.

Awards and Recognition

Radio Ink magazine named Sutter one of The Most Influential Women in Radio in 2017 and 2018 and 2019. She was also named one of the 20 Top Leaders in Radio by Radio Ink Magazine. Radio and Television Business Magazine recently named Sutter as one of the top Television Executives. The Broadcasters Foundation of America honored Ms. Sutter as a 2017 Ward Quall Leadership Award recipient in recognition of her career contributions to the broadcast industry and the community at large.

In 2014, Sutter received the Trailblazer Award, from the Mentoring and Inspiring Women (MIW's) at the NAB Radio Convention, recognizing her efforts to create and serve as the Dean of the Broadcast Leadership Training Program and mentor women and others in the industry. In 2011, she was chosen by the Alliance for Women in Media to be recognized for her contributions to the industry for the organization's 60th Anniversary.

The NAB honored Ms. Sutter as the recipient of their Leadership Award at their national convention in 2009. Sutter was the 2008 recipient of the Lifetime Achievement Award from the Multicultural Media, Telecom and Internet Council.

The Alliance for Women in Media has also honored Ms. Sutter with their National Achievement Award. In addition, she was the first radio industry recipient of the Alliance's Genii Award from the Los Angeles Chapter.

Education/Location

Ms. Sutter received her undergraduate degree in Political Science from Allegheny College in Meadville, PA, and her graduate degree in Public Relations from American University, School of Communications, in Washington, DC. She is also a certified Gallup Strengths Coach.

Ms. Sutter currently resides in Encino, CA.