

SPECIAL REPORT

# SALES & MARKETING

EXCELLENCE AWARDS

2009 CRYSTAL BALL AWARD

## Levine honored for commercial success and community development

BY JOURNAL STAFF

SYRACUSE—Edward (Ed) Levine, president and CEO of Galaxy Communications, LP, is the winner of the 2009 Crystal Ball Award for contributions to the sales and marketing profession and for work in areas of community development and support.

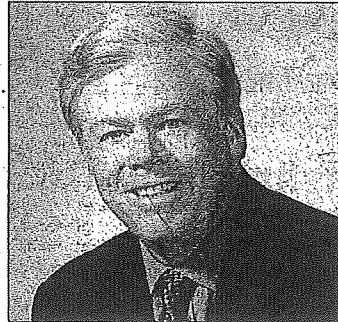
The Central New York Sales and Marketing Executives (CNYSME), which has presented the award annually since 1977, will formally honor Levine with the award at a banquet next Tuesday, April 21, at the Sheraton Syracuse University Hotel and Conference Center. The event begins with a 5:30 p.m. cocktail hour, followed by dinner and the awards ceremony.

The program will also honor local sales and marketing professionals through CNYSME's Sales and Marketing Excellence Award (CNY SMEA) program. CNY SMEA recipients represent several local companies (see write-ups inside). CNYSME aims to educate, advance, and promote sales and marketing professionals.

### Crystal Ball & SME Awards

- When: 5:30 p.m., April 21
- Where: Sheraton Syracuse University Hotel & Conference Center

Levine's radio-station ownership career began in 1990 with the signing on of WKLL in Utica-Rome and the creation of The Radio Corp. He later added new partners and the company transitioned into Galaxy Communications, LP. In Syracuse, Galaxy currently owns Classic Rock TK99/TK105 FM, Sunny 102 FM,



SUBMITTED PHOTO

President and CEO of Galaxy Communications, Edward Levine, began his radio-station ownership in 1990.

K-Rock 100.9 and 106.5 FM, WTLA/WSGO (1200AM and 1440AM), and WSCP (1070 AM). In the Utica-Rome market, Galaxy's stations are WOUR (96.9); WKLL (94.9 K-Rock); WUMX (Mix 102.5), WSCP AM (1070), WIXT AM (1230), WRNY AM (1350), and WTLB (1310AM, The Game).

As a locally owned and operated company, Levine and his staff compete against large, national companies in both markets (Clear Channel, Citadel, and Regent). In spite of this, Galaxy Communications is the number-two radio company in both ratings and revenue in both markets with annual revenue of \$10 million, according to CNYSME. Galaxy employs between 75 and 100 full-time and part-time people.

Levine says he's flattered and will accept the award as a compliment to his entire company. Galaxy also owns Strategic Partnership Services (SPS), which stages events such as The Taste of Syracuse, a wine and chocolate festival at the State Fairgrounds during Thanksgiving weekend, and a chicken wing festival in Syracuse's Inner Harbor.

The company also produces "Blues, Brews, and Barbeque," a Memorial Day weekend concert event at the State Fairgrounds, and the K-Rockathon, a concert event at the Weedsport Speedway at the Cayuga County Fairgrounds.

Galaxy also owns the broadcast rights to Syracuse University athletics. Its TK99/TK105 FM serves as the flagship station for the Syracuse ISP Sports Network, providing coverage of Syracuse football, men's and women's basketball, and men's lacrosse.

Levine's career in radio broadcasting began while in college at Syracuse University, when he worked for campus radio station WAER 88.3 FM. After that, he helped launch WAQX (95X) in August 1978 when the station got its start in The Marketplace, a small shopping center in Manlius.

Levine then spent several years working as a program director in Albany, Houston, and Washington, D.C. before returning to Central New York to become a station owner.

### PAST WINNERS

2008	John MacDougall
2007	Ray Halbritter
2006	Nancy Cantor
2005	Arthur Zimmer
2004	The Goldberg Family
2003	Jack H. Webb
2002	William G. Pomeroy
2001	Joel Delmonico
2000	Mary Cotter
1999	Gregory L. Eastwood
1998	The Burdick Family
1997	Richard & Joseph Pietrafesa
1996	Martin A. Yenawine
1995	The Bennett Family
1994	Clarence Jordan
1993	William J. Donlon
1992	Robert J. Bennett
1991	Robert & Suzanne Congel
1990	Charles A. Chappell, Jr.
1989	Irwin Davis
1988	Thomas G. Young

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## Crystal Ball Award Banquet

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April 21st, Sheraton University, 5:30 pm  
Members \$75; Non-members \$90  
Tables of ten: Members \$750; Non-members \$900  
Call (315) 876-1868 or go to [www.cnysme.org](http://www.cnysme.org)

2009 Crystal Ball Recipient, Ed Levine, President and CEO Galaxy Communications, LP

In addition to the Crystal Ball Award, the "best and brightest" local sales and marketing professionals are also honored with the Sales & Marketing Excellence Award.

Proceeds to benefit CNYSME scholarship fund. For more information, go to [www.cnysme.org](http://www.cnysme.org)

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