



Ky Joseph
Executive VP Sales, Z103.5 (CIDC)
Toronto

Ky Joseph is the Executive Vice President - Sales of The Evanov Radio Group, one of Canada's fastest growing independent broadcasters. She is responsible for all sales related functions for the company and shares in ownership of its three most recent radio acquisitions; CKHZ in Halifax, CJWL in Ottawa and CKHK in Hawkesbury.

She started her working career in her late teens as a flight attendant in Montreal. Inspired by young woman wanting to know how to get a job in the airlines, she self-published a "How-To" book on becoming a flight attendant which was sold via mail-order throughout North America. With endorsements from all Canadian airline carriers, the book became a revenue success.

In 1995, Ky joined CIDC-FM radio station as a junior sales representative and soon became the company's top sales producer. While prospecting one day in '97, she met a cosmetics manufacturer who eventually became a client of the station's as well as a personal business associate. The manufacturer had tried and failed to secure a partnership to sell product on The Shopping Channel and approached Ky to try and negotiate a contract with TSC on their behalf. She was successful and a partnership was formed, making her their TV spokesperson, receiving royalties on all product sold in both Canada and the United States.

She liked on-camera work so much that she sought permission from the radio station to pursue her television interests while maintaining her career as a sales rep. A few months later, she became the first female host of HGTV's show, "Let's Build". For thirteen months, she endured a crazy, daily schedule of taping segments for the show while selling radio in between.

In 1998, she was named the first executive to generate over \$1 million in annual radio sales for CIDC and in 2000, she became general sales manager. With that new challenge, she abandoned all other business interests and focused exclusively on building a stellar sales organization. In that capacity, she and her new team propelled the company to unprecedented levels of sales success and just a year later, she was appointed Executive VP of Sales of The Evanov Radio Group and became one of the country's youngest female executive VP's in broadcasting.

In 2003, Ky approached CEO Bill Evanov to include her as a co-applicant in future radio license applications. The following year, The Evanov Radio Group won its first radio license to operate a station in Halifax and Ky, along with female colleague Carmela Laurignano, became a shareholder. In 2005, a second radio license was granted in Ottawa and in 2007, they were awarded a third license in Hawkesbury.

Ky is currently a member of Canadian Woman In Communications, sits as a board member on The Humber College Advisory Council for Media Studies and has been named "Community Liaison" of Etobicoke General Hospital's Perinatal Bereavement Program. She is the founder of E.L.L.A. (Ever Lasting Little Angels), a not-for-profit organization dedicated to creating tools and literature to help woman work through the grief of losing a baby.

Panels:
8:00am-9:00am, Friday, Tudor 7/8
6th Annual Women in Broadcast Breakfast

[CLOSE WINDOW](#)