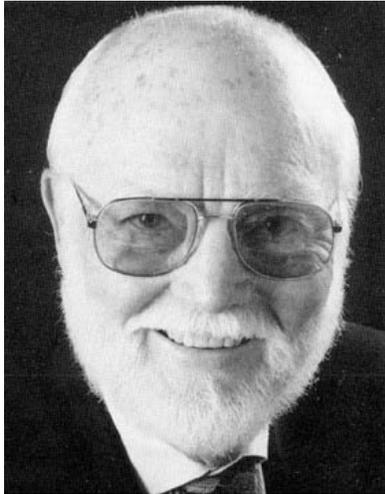


# Jack M. Rattigan

## Advertising Federation of Greater Hampton Roads

### 1993 Silver Medal Award Honoree



In 1993, the Advertising Federation of Greater Hampton Roads honored Jack M. Rattigan with its 30<sup>th</sup> Silver Medal Award. Most recently as president of Rattigan Resources – which offers management and sales consulting and training – his broadcast career has spanned more than 65 years.

A native of Shenandoah, Pennsylvania, Rattigan began his radio career while a student at Holy Cross College in Worcester, Massachusetts, where he was among those who established the college's first radio station in 1948.

Upon completion of his education, he served three years in the United States Air Force. His first professional broadcasting job was at WGLV-TV in Allentown, Pennsylvania. At one time or another, he hosted a talk show, a children's show and served as news anchor and news director there.

He spent 13 years in Philadelphia working in radio and television for NBC, Group W and Metromedia. During that time, he experienced virtually all aspects of the radio and television business. He was one of a group of three who pioneered "all-news radio" at KYW-AM and was the first sales manager at WMMR-FM when the station converted to "Progressive Rock."

In 1971, Rattigan moved his family to Norfolk to run WKLX for Rust Communications. At the same time, he also managed Rust's WRNL-AM/WRXL-FM in Richmond. In 1974, he joined Rollins Broadcasting, staying with them for eight years. He managed Rollins' WRAP-AM in Norfolk and WCHS/WBES-FM in Charleston, West Virginia.

In June 1982, Rattigan was named general manager for WNOR-AM/FM in Norfolk, and was later promoted to president. In 1986, he became a junior partner in Saga Communications. During his tenure at WNOR, the station grew to become the highest rated, largest revenue producing, and greatest profit generating radio station in Hampton Roads.

During the Korean War, Rattigan served as a 1<sup>st</sup> Lieutenant with the 86<sup>th</sup> Fighter-Bomber Wing in Germany. He is a past president and executive director of the Hampton Roads Association of Radio Broadcasters. He is a former member of the Virginia Association of Broadcasters and a Certified Radio Marketing Consultant. Rattigan is a familiar speaker and panelist before marketing and broadcasting organizations. He and his wife Adelaide have three sons, three daughters, and 10 grandchildren.