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CONNECTICUT BROADCASTERS ASSOCIATION ANNOUNCES APPOINTMENT OF JENNIFER PARSONS AS NEW PRESIDENT

Hartford, CT – (December 10, 2024) – The Connecticut Broadcasters Association (CBA) is excited to announce the appointment of Jennifer Parsons as its new President, effective January 2, 2024. Parsons, a seasoned broadcasting leader and former General Manager of WZBG-FM in Litchfield, CT, will succeed Michael Ryan, who is retiring after 12 years of impactful leadership.

Ryan’s tenure was marked by his dedication and advocacy for Connecticut broadcasters at both the local and national levels, leaving a strong legacy for Parsons to build upon.

Jennifer Parsons is no stranger to the CBA, with a broadcast career that spans nearly four decades. She has been an active member of the Board since 1997, serving as Chair from 2009 to 2011. Starting her journey in broadcasting as an Account Executive at WINE-AM in Brookfield in 1986, Parsons has since gained extensive knowledge and expertise in sales, programming, syndication, licensing, and operations.



“We are thrilled to welcome Jennifer Parsons as our new President,” said Kristin Okesson, CBA Chair and Senior Vice President & Market Manager at Connoisseur Media. “Her deep roots in Connecticut broadcasting and long-standing commitment to the CBA make her uniquely qualified to lead our association into the future. We also extend our heartfelt gratitude to Mike Ryan for his extraordinary 12 years of service. He has been an invaluable champion for our industry.”

Parsons expressed her enthusiasm for the new role, stating, “As a local broadcaster and longtime member of the CBA Board, it’s an honor to take on this leadership position. I’m passionate about representing Connecticut’s broadcasters and look forward to representing our colleagues while advocating for our industry’s growth and innovation. I’m eager to roll up my sleeves and get to work.”

Parsons’ leadership marks an exciting new chapter for the CBA, as the organization continues its mission to support and elevate the broadcasting industry across Connecticut.

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The **Connecticut Broadcasters Association** is an industry trade association which addresses common legal, governmental, education, and community issues on both the State and National levels. Member Radio and TV stations participate in the Emergency Alert System (EAS) and AMBER Alert programs, among other initiatives. For more information about the Connecticut Broadcasters Association visit www.ctba.org.