



# NEWS RELEASE

**FOR IMMEDIATE RELEASE**

Date: 06-16-15

*For More information contact:*

John Altenbern, President

319-431-4500

---

## Media Veteran Steve Doerr Joins CJ&N

Media research and consulting firm CJ&N is pleased to announce that veteran local media executive Steve Doerr has joined the company as Vice President of Client Development and Senior Consultant.

Doerr has served as general manager for television stations from Dallas to Providence. He has served as an executive at the corporate level for NBC and Smith Media, and has led local news operations in markets including Philadelphia, Cleveland and Washington, D.C. Doerr also has experience in digital information and video delivery products. Most recently, Doerr worked as a digital marketing and brand strategist for Power Web Videos, an emerging video-driven digital marketing company.

"Steve is one of the most dynamic creative thinkers in our business and his deep experience will be a strong benefit to all CJ&N clients," said CJ&N president John Altenbern. "Steve brings a history of creating compelling content and building organizations that are unique in the marketplace. We look forward to Steve's contributions to our company and to our clients' success."

In his new role as Vice President of Client Development and Senior Consultant for CJ&N, Steve will lead new business development efforts for the company as well as help local media companies grow across all of their platforms in this new and challenging environment for news and information providers.

"These are exciting times in the news and information business," Doerr said. "As the media



4080 First Ave. NE Suite 111 • Cedar Rapids, IA 52402  
1-888-644-0256

[www.cjni.com](http://www.cjni.com)

industry adapts to new challenges, being able to look into the future with CJ&N research is an exciting vantage point. My focus is on using that knowledge to really help our clients succeed by identifying new business and revenue opportunities.”

### **About CJ&N**

CJ&N (Crawford Johnson & Northcott Inc.) is a research and consultation firm specializing in local television and media strategy. Based in Cedar Rapids, Iowa, the firm serves leading media companies across the country. For more information about CJ&N, go to [www.cjni.com](http://www.cjni.com) or contact John Altenbern at 319-431-4500 or by email at [jaltenbern@cjni.com](mailto:jaltenbern@cjni.com). Steve Doerr can be reached directly at [sdoerr@cjni.com](mailto:sdoerr@cjni.com)

