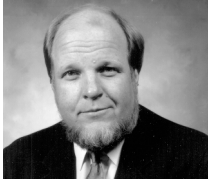


Dr. Robert E. Balon



Resume

PhD from the University of Michigan [1976] in Communications Research and Statistics.

MA from the University of Wyoming [1973] in Communications.

B.A. is from The University of Southern Connecticut [1972] in Speech.

He is an expert in the following fields: marketing and branding, trademarks, the business of radio and television, survey research and public opinion polls, ecommerce start ups, and the restaurant/hospitality industry. He is currently the CEO of The Benchmark Company.

Benchmark media clients include Sirius/XM Satellite Radio, Bloomberg Business Radio, NPR, Entercom, ABC/Disney, GSD&M Advertising, AT&T, and CBS.

Technology clients include Wayport, Newgistics, Newsstand, Dell, Austin Ventures, The Austin Chamber of Commerce and Tivoli. Hospitality clients include Hyatt Hotels, Brinker, and Hilton Hotels.

He is also a part-time radio talk show host at KLBJ-AM in Austin and hosts the popular **Dining out with Rob Balon** program on KLBJ-AM and FOX-7 TV.

Books

The New Rules of the Ratings Game. Published by NAB Publications, September, 1996.

Marketing in the 90's. Published by NAB Publications, October, 1994.

The Rules of the Ratings Game. Published by NAB Publications, January, 1989.

Trade Articles/ Presentations:

“The Status of Austin’s Brand”. Austin Ventures CEO Conference. Presentation in April, 2008.

“Talk radio in America”. A presentation to the Talk Radio Seminar in Washington, D.C. March, 2007

A Matter of Credibility.” *Talkers Magazine*. September, 2006. pg. 34.

“Blinded by the Light: The Seduction of Innovation.” *The Austin Tech Council*. January 2006. Presentation.

“Does Austin Still Have Buzz?” October 2005, Executive Presentation to PricewaterhouseCoopers CEO seminar.

“How a Venture Capitalist Would Evaluate Your Format”. *Radio and Records*, October 22, 2003.

“Austin at the Crossroads: A Tech City Experiences a Downturn.” *Austin Chamber of Commerce*. April, 2001.

“The Austin 2000 Study.” *Austin Business Journal*. May, 2000 Presentation to over two hundred top Austin executives.

Academic Publications

Philport, J and Balon, Robert E. “Candidate Image in a Broadcast Debate.” *Journal of Broadcasting*, 19:2 Spring, 1975 pps. 181-194.

Balon, Robert E and Philport, Joseph. “Canonical Correlation In Mass Communication Research”. *Journal of Broadcasting* 21:2, Spring, 1977 pps. 199-210.

Balon, Robert E. “TV Viewing Preferences as Correlates of Adult Dysfunctional Behavior.” *Journalism Quarterly*. Summer, 1978. pps. 288-294.

Balon, Robert E. “Differential Effects of Three Media in a News-Gathering Situation.” *Journalism Quarterly*. Autumn, 1977 pps. 498-504.

Balon, Robert E. “The Impact of Roots on a Racially Heterogeneous Southern Community: An Exploratory Survey.” *Journal of Broadcasting*. 22:3 Summer, 1978, pps. 299-307.

Balon, Robert E. “Into the Classroom: Designing A Course in Survey Research”. *Journal of Communication Education*. Fall, 1980, pps. 23-34

Balon, Robert E. “Measuring Station Audiences by Telephone”. *Handbook of Radio and Television* [edited by J. Fletcher]. 1981. Pgs. 54-71

Research Columnist: *Radio and Records Magazine*. 1989-1994.

Speeches: Dr. Balon has been the keynote speaker at major industry conventions including the National Association of Broadcasters Convention, Los Angeles; Price, Coopers, and Waterhouse Technology Convocation, Austin; Austin Ventures Technolgy Conference in Austin;, The Midem Marketing Seminar in Midem, France; the Radio and Records Talk Radio Seminar in Washington, D.C.; American Marketing Association Fall Conference in Chicago; Dunn and Bradstreet Meeting for Portfolio Planners.

EXPERT WITNESS WORK in IP:

Hoosier RV Transport Inc vs. Hoosier Transport Inc.
Law Offices of David Wemhoff
South Bend, Indiana

Conducted a poll and offered expert written opinion on whether Hoosier Transport was infringing on Hoosier RV Transport. Case settled out of court

Glass, Phillips and Murray, PC, Dallas, TX.
Reata Restaurants Inc.vs. Loutex Ft. Worth LP.

Professional opinions on whether Reata's trademark had been violated by Loutex were delivered to council. Case was settled out of court.

KZFM Inc. vs. Z-Rock Inc.
Arnold Malkan PC, Corpus Christi, TX.

Depositions were taken. Case went to trial and Dr. Balon took the stand on behalf of the plaintiff. He gave an opinion as to why Z-Rock had infringed on KZFM's servicemark.

EMPLOYMENT

Current Position since 1987: President and CEO of The Benchmark Company.

1982-1986 Vice President of Marketing for Austin Trends.

1979-1981 Associate Professor of Radio-TV-Film, Cal State University at Long Beach

1976-1979 Assistant Professor of Radio-TV-Film, University of Texas at Austin.

Contact information:

Dr. Robert Balon

CEO

The Benchmark Company

907 S. Congress

Austin, TX 78704

512-707-7500

email: bmark@flash.net

Fee Schedule

Consultation, discovery and evaluation: \$350 hourly

Deposition and trial \$400 hourly