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News Executive Bill Dallman Joins OTA Talent as National Director

OTA Talent is thrilled to announce that accomplished news executive Bill Dallman joins America's largest TV News Agency. Dallman will lead the agency's Major Accounts Team as its national director. He comes to OTA after building an impressive career as one of the most celebrated news executives in our industry.

"I bring the unique perspective of gaining decades of intricate, inside knowledge of the business, with an unmatched understanding of what's possible to achieve for our clients," Dallman explained.

As the head of OTA's Major Accounts Team, Dallman will represent America's top news talent, producers, managers and executives. Most of Dallman's placements will result in significant six-figure salaries at networks and major markets. Dallman will be one of the few TV news agency executives, and perhaps the only one, to frequently travel across America meeting with hiring executives on behalf of his, and all OTA and USA Talent clients.

Dallman added, "OTA's impressive commitment to coaching, mentoring and counseling our clients attracted me to this opportunity. The Major Accounts Team is a breakthrough innovation and investment which takes representation to a whole new level. These one-on-one conversations will allow the Major Accounts Team to showcase our clients' talents directly to network executives and station groups."

OTA Talent is making substantial capital infrastructure and team member investments to ensure its clients gain the advantage with significant career moves and the highest salaries. This is another industry exclusive for OTA Talent and further strengthens OTA's dominant national agent team.

Before joining OTA Talent, Dallman served as president and general manager at KARE 11 (NBC) in the Twin Cities of Minneapolis and St. Paul. KARE 11 consistently produces impactful journalism, earning prestigious awards locally and nationally including a Peabody, two duPont awards and a national Murrow for Overall Excellence during his tenure. KARE is known as one of the top TV stations in America.

Prior to KARE 11, Dallman was news director at KOMO (ABC) in Seattle, where he managed and motivated a market-leading operation. Dallman was also vice president and news director at prominent TV stations throughout America, including KCBS/KCAL in Los Angeles, KMSP in Minneapolis and KDVR in Denver. He launched his career as a news director at WZZM in Grand Rapids, Michigan.

In 2013, FOX selected Dallman to be part of the original group of executives who launched FOX Sports 1 network. He served as the network's vice president. Dallman helped design coverage

for nationally aired sports shows and assisted in content plans for Super Bowls, World Series, NBA Finals, Stanley Cup Finals, College Football National Championships, NASCAR, Olympic Games, World Cup Soccer and UFC. Dallman managed some of America's top sports broadcasters and athletes.

OTA Talent Senior Vice President Kimberly Price said Dallman is a game-changer for OTA Talent and its clients. "Bill's decades of experience and knowledge has earned him an impeccable reputation within the industry. He brings a level of expertise and contacts that will greatly benefit OTA and our clients," Price said.

Gary McGrady, national director of OTA's partner agency USA Talent, was a leading force on the committee to recruit Dallman, flying out to Minneapolis to meet with him. "When I met Bill, I knew he would be a perfect fit. His warmth and sincerity, combined with his decades of front-line media experience, will elevate and represent the bold forward-thinking direction of OTA/USA," McGrady shared.

OTA Talent CEO Jeff Marcu has been fortunate to call Dallman a close friend for more than 20 years. Marcu said, "I have worked with Bill in many capacities over the past two decades. Bill is one of the smartest news strategists in our industry. He is also one of the most caring people you will meet. We expect exponential growth for our clients with Bill leading OTA's Major Accounts Team. Bill's connections at networks and major markets are invaluable and give OTA another competitive advantage for our clients."

With Dallman's hire, OTA Talent maintains the prestigious designation as the largest pure play TV News Agency in America. This metric is measured by agent count.

About OTA Talent

OTA Talent is the fastest growing TV News Agency in America. OTA is also the largest pure play TV News Agency in America. This metric is measured by agent count. OTA represents top news talent at networks and major market stations throughout the country. OTA has built significant careers in an ultra-competitive industry. **OTA specializes in identifying client strengths, coaching them to excellence, then creating unsurpassed career opportunities for them.** The industry's go-to website FTVLive.com wrote, "OTA has become one of the most respected talent agencies in TV." For more information, visit OTAtalent.com.