PRESS RELEASE

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A Legacy of 45 Years of Research and Consultation: Dick Haynes Leaves Magid

CEDAR RAPIDS, Iowa – Dick Haynes, former Senior Vice President, Research, and more recently, "Advisor" at Magid (formerly Frank N. Magid Associates) ended his more than 45-year run at the company on Wednesday, December 4, 2024.

"I have thoroughly enjoyed my time at Magid. I was fortunate early in my career to have Mr. (Frank) Magid as my mentor and friend," said Haynes. "When I joined Magid in June 1979, the average number of TV channels available to a consumer was five. Today the average number of channels available to a consumer is over 180. What a fun, interesting, and exciting time it has been."

Haynes is now weighing his options and next steps but does not anticipate a leisurely retirement. "The truth is that I love what I do. The single most exciting thing that keeps me excited and interested in my work is change. I love the changing media landscape and how consumers evolve in what, how, and why they use it," said Haynes.

Haynes noted that he was fortunate to work with many wonderful people and media companies over those 45 years including all of the owned stations for NBC, ABC, and a few with CBS, as well as station groups like COX (CMG), Hearst, Meredith, Scripps, Sinclair, and Tegna, all of which are "searching for ways to connect with the consumer with news, information, and entertainment that supports their own unique brand value."

Here is a list of Haynes' career highlights:

-Stanley Hubbard's USSB (United States Satellite Broadcasting). For years Haynes, Stanley Hubbard, and a team traveled the United States talking to potential investors, raising awareness and money, to launch a digital television satellite service. Hubbard is widely considered to be the father of modern satellite broadcasting, and USSB eventually became what we know today as DirectTV. Haynes said, "It was a thrill to see years of research literally be 'lifted off' with a rocket to launch direct-to-home satellite programming."

-The ongoing development of ABC's Good Morning America and local morning newscasts. Haynes led the research for Good Morning America in its formative years from 1979 to 1989, and also guided many television stations on how to program local morning newscasts.

-The development and marketing of first-run access syndication programming. Haynes' research focused on concepts and actual program development to fit the access daypart. His research played a role in concepts and development for programs like Entertainment Tonight, Access Hollywood, Wheel of Fortune, Jeopardy, and more.

-Blockbuster Video. Haynes developed a survey for video testing the Blockbuster Video "store" concept and its marketing. This resulted in a successful roll out of the store chain. While researching the idea of a video rental store, Haynes also consulted Blockbuster on the eventual demise of the concept, due to predicted future technology.

-Industry Trade Associations. Over the years Haynes worked with, and did research for, the leading media industry trade organizations: NAB, NABEF, RTDNA, and Promax (now known as Global Entertainment Marketing Academy of Arts & Sciences.)

-The Industry Changes. Haynes said his most recent work has been extremely exciting and "fun" as he worked with media companies, providing them with strategic and tactical information to develop strong brands in a crowded and changing multiple-platform media landscape.

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