



JERRY CARR, PROBLEM SOLVER

Just 27 when he stepped in front of the camera for the first time in Toledo, Ohio, Jerry Carr has gone on to become one of the most admired executives in broadcasting—turning troubled stations around and helping to shape the local television business as we know it.

“In short,” says a long-time associate, “Jerry is a real problem solver.”

Most recently, Jerry was President and Chief Executive Officer of Barry Telecommunications, Inc., which owns and operates WXEL-TV and WXEL-FM in West Palm Beach, Florida. Taking on the troubled station in September, 1997, Jerry made his presence apparent with almost immediate improvement in the station’s financial status, while he simultaneously elevated program quality.

Prior to joining WXEL, Jerry was Managing Director of WTVX-TV in West Palm Beach, Florida, formerly owned by Whitehead Media and operated by Paxson Communications. A co-affiliate of UPN and WB, WTVX was suffering from lackluster performance and ratings. Jerry revamped programming and added live news production. The ratings climbed and so did the value of the station—nearly doubling in less than two years.

Before that, Jerry spent eleven years with WBFS TV, in Miami where he served as Vice-President and General Manager. By carefully introducing new programming and sports, he built the fledgling UHF station into one of UPN’s successful affiliates. In a stunning local coup, Jerry negotiated broadcasting rights to the Miami Heat (NBA), the Florida Marlins (MLB) and Florida Panthers (NHL). WBFS was sold in 1995 to Paramount Television Group, for more than \$100 million.

Prior to his success at WBFS, Jerry served Grant Broadcasting as Director of Television Operations, overseeing three major-market stations. In the early years of Jerry’s career he was Vice-President and General Manager for television station WUHF, Rochester, New York, and Vice-President and Program Manager for ABC-affiliate WORK-TV, also in Rochester.

Today Jerry is a much-sought-after business consultant. He is a member and former Chairman of the Florida Association of Broadcasters. He has served on the board of the Association of Local Television and is a member of the National Association of Broadcasters and the National Association of Television Programming Executives. He also serves on the board of Holston Valley Broadcasting, a private radio and television group.

Jerry lives in Boca Raton, FL, with his wife Linda.

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