**How Beasley Plans To Integrate Greater Media**

The company says the $7.9 million in annual cost savings will “be driven primarily by headcount as well as compensation/contract expense reductions.” Phase two will come at the station level where there will be a reduction of group benefit costs ($1.5 million) and the elimination of duplicative research and consulting fees ($900,000). Also, the staff will be reconfigured in New Jersey.

***RadioInk 9.8.16***

<http://radioink.com/2016/09/08/beasley-plans-integrate-greater-media/?utm_source=ActiveCampaign&utm_medium=email&utm_content=How+Beasley+Plans+To+Integrate+Greater+Media&utm_campaign=THURSDAY+9-8+Georgia+beasley+Digital>