



**Team W Director Honored With American Advertising Federation Silver Medal**



Advertisers on WIBW Radio and affiliate stations have access to free services of the “Best in the Business.”

Verification came at the recent American Advertising Federation – Topeka Awards Show when long-time WIBW Radio marketing consultant Dan Lindquist was presented the Silver Medal Lifetime Achievement Award.

The award was given in “recognition of outstanding contributions to advertising and furthering the industry’s standards, creative excellence and responsibility in areas of social concern.”

Lindquist is in charge of Team W advertising consultation and creative services for WIBW and other Morris Communications stations. “My job is helping

businesses become famous through their radio advertising campaigns,” Lindquist said.

Growing up on a farm south of Waterville in Marshall County, Lindquist’s true beginning in his now lifetime career began at the ripe old age of four, when he would play along on the piano with songs he heard on the radio and record player.

Little Danny was a published poet at age six, and later on in grade school, while classmates brought toys to Show and Tell, Lindquist might have shared a song he had just written.

Lindquist created his first advertising song, a jingle, as part of a TV production class while studying mass communications and advertising at Kansas State University. It ran several years for Varney’s Book Store in Aggieville on area radio and TV stations.

Shortly after graduation from KSU, Lindquist began a 30-plus year career with WIBW Radio’s advertising department.

Lindquist and his bride of 30 years, Megan, (shown with Dan) and their three sons, ages 24, 17 and 14, also operate a commercial music and audio production company, Twilight Productions. “I’ve created more than 500 radio jingles since 1985,” Lindquist said.

In an excerpt from a preview of his advertising seminars, Lindquist’s passion for continuing education is clear: “More than 30 years of helping businesses and organizations succeed through the constant study and application of customer-winning marketing principles, consumer psychology, consumer behavior, creative communication and the art of persuasion.”

Dan especially enjoys being able to blend creativity with his love and knowledge of marketing, music and sales. “It’s so rewarding to find ways to make all these elements work together in order to help sell our clients’ goods and services,” Lindquist said.

“Team W’s focus is on helping businesses sell their stuff rather than our stuff,” he emphasized.



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**Padre says:**

*“I like doing radio because it’s so intimate. The moment people hear your voice, you’re inside their heads, not only that, you’re in there laying eggs.”*