



Ed Distel

The son of a UNICEF physician, Edward Distel lived around the world as a child, surrounded by his parents' Spanish, Italian and Mexican cultures. Distel learned leadership early on as a Lieutenant in the United States Army's 5th Special Forces Group in Vietnam, receiving two Purple Hearts, a Silver Star and an Army Commendation Award. An M.B.A. graduate, Distel's first media job was cleaning production rooms. Brushing aside prevalent racial barriers, Distel distinguished himself in the media world one promotion after another.

Distel supervises two Spanish-language televisions and seven radio stations as Regional Vice-President of Bustos Media of Utah, LLC. He is responsible for operations, sales and administration of the \$56-million enterprise, nearly 75 regional employees and maintaining the top-ten program rankings (for all Salt Lake radio) he's worked so hard to achieve.

Presently, Distel is chairman of the Utah Broadcasters Association and is on the boards of the Salt Lake Radio Broadcasters Association and Pete Suazo Business Center. He has helped fund many programs for education, was co-founder of Literacy is For Everyone (LIFE), and was named Man of the Year by the Fresno Chamber of Commerce.

Distel has two sons, who are both in college.

Inspirational thought that has helped you during difficult times.

"When I was a young man I read some of the works attributed to The Buddha, Siddhartha Gautama. In one volume, I found the following saying and it has stayed with me throughout my life: 'Your work is to discover your world and then with all your heart give yourself to it.'"