

SCHOLAR BRAD

CAREER SUMMARY

Proven track record in CHR/Mainstream, Hot AC, CCM and Country personality-driven radio as a successful first-time program director, morning lead, afternoon and night talent. Known for strategic creativity that is topical, relevant, and entertaining while being absent of blue humor or listener humiliation. Attained some of the highest ratings those stations had seen in target demos as well as mass appeal across the market.

PROFESSIONAL EXPERIENCE

Morning On-Air Personality Lead

2002-2003, 2007

KKSP SPIRIT 93.3 MORNING ON AIR LEAD/APD

Little Rock, AR

2007-2008

- ❑ Executed this unique CCM show as the only local station serving the listeners of central Arkansas against four satellite CCM stations. Morning show consists of advertisers live reads, daily local interviews, real time traffic, news and other local event presentations.

Recruited Chic-fil-a to sponsor morning show bringing in an extra 6000 dollars a quarter.

Recruited Coldstone Creamery to have market exclusivity in promoting and contesting on morning show.

KTXY Y-107 MORNING ON-AIR PERSONALITY LEAD

Columbia, MO

2002-2003

- ❑ Increased ratings from 11.6 to **20.9** women 18-34 and a 2.9 to a 9.2 women 25-54, despite being in a dead-heat with CHR competitor Q106. Designed and administered The Y-107 Christmas Wish that received extensive press coverage for the station. Trained two co-hosts and a sidekick who had limited previous morning experience. Increased public exposure by implementing new community-involved events and utilizing local TV station coverage.

Programming

2003-2006

WPFM PROGRAM DIRECTOR/AFTERNOON PERSONALITY

Panama City, FL

2005-2006

- ❑ Increased rank from #12 to #6 persons 12+ as a First-Time Program Director at Start-up CHR/M WPFM by implementing personality-based talent and tweaking the music selection as Music Director to position the station between the heritage, teen-leaning CHR Island 106 and heritage Modern AC WFSY. Worked daily with Selector, Scott Systems, and Mediabase.

WILN ASST PROGRAM DIRECTOR/AFTERNOON PERSONALITY

Panama City, FL

2003-2004

- ❑ Freshened Island 106 imaging and executed specialized programming. Brought up afternoon ratings to **33.3** women 18-24.

Night On-Air Personality

1994-2002

WKZL NIGHT ON-AIR PERSONALITY

Greensboro, NC

1999-2002

- ❑ More-than-doubled WKZL nights from 5.3 to 14.3 persons 18-34 compared to Hot AC 98.7's 5.5 to a 3.0. Orchestrated a morning show at night under the consultancy of talent coach Randy Lane.

KJYO KJ-103 NIGHT ON-AIR PERSONALITY

Oklahoma City, OK

1997-1999

- ❑ Increased night ratings from 19.6 to **50.4** teens 12-17, from 18.8 to **45.6** women 12-24, from 8.7 to **21.3** persons 12+ – all within 1 year at the station. Legendary highest ratings in station's 21-year history. Amazing mass appeal across multiple target listener groups resulting in #1 in 22 demos.

SCHOLAR BRAD

CREATIVE SERVICES & PRODUCTION

- Creative Services Director for KJ-103, WFMM, Island 106, and WPFM.
- Production Assistant for WKZL, KJ-103, KESR, WFMM, Island 106, and WPFM.
- Music Director with Selector, Merge32, and TLC experience at WPFM.
- Imaging Director for KKSP, Island 106 and WPFM.
- Built my own production studio for show bits and imaging, utilizing Adobe Audition, ACID, and other software applications.

EDUCATION

- San Diego State University, BS Telecommunications & Film, Emphasis on Radio Management

REFERENCES

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