

**Voted as one of Radio Ink’s 2018 Best Program Directors**

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https://www.allaccess.com/urban/10-questions/archive/29366/10-questions-with-mary-k

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**Townsquare Media – WTUG, WALJ, WTSK, WFFN, WQRR, WTBC, WNPT, WTUGHD3** - Tuscaloosa, AL

 **Assistant Operations Manager (**5/19 – present)

* Balances Daily Operations for Townsquare Media cluster.
* Assists the Operations Manager for the vision for programming.
* Works closely with all departments to continue clusters communication flow.

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**WTUG Afternoon On-Air Personality** (6/19 – present)

* On-Air Personality Sunday – Friday from 2 pm to 7 pm.
* Integrates content through the on-air shows, digital landscape, website blog posts, app alerts, and client relations.
* Extends the on-air show and radio station with engagement opportunities with the community.
* Creative ideas for show content.
* Voices and Produces client commercials and on-air promos.



**WALJ Program Director** (8/19 – present)

* Responsible for daily operations for WALJ
* Positions WALJ in the marketplace at high profile events and community outlets.
* Establishes creativity, passion, and a sense of team environment.
* Responsible for music scheduling and inventory management.
* Develops a strategic plan for digital content for station and on-air personalities.
* Relentless in the creative process for constant creation and implementation.
* Works closely with sales for creative concepts for traditional and non-traditional revenue streams.

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 **Radio One – WQNC, WOSF, WPZS** - Charlotte, NC

 **Program Director** (6/14 -12/18)

* Managed three highly active brands – 92.7 The Block, Praise 100.9, and 1053 RNB formerly Old School 105.3.
* Accountable for the overall operation of the programming group.
* Served as a talent coach for full and part-time on-air talents.
* Worked closely with sales to develop innovative promotions and products.
* Responsible for music scheduling and inventory management.
* Handled all severe weather, breaking news, and emergency situations for the cluster.
* Secured placement in the highly coveted Radio One Mentorship program 2016-2017.
* Recognized as 2018 Manger of the 3rd Quarter.
* 2014, 2015, 2016, and 2017 yearly appraisals are noted that performance consistently meets and frequently exceeds job requirements. Including high marks in the area of leadership, communication, relationship building, product knowledge, technical skills, collaboration, creativity, innovation, integrity, and organizational skills.

** WQNC/92.7 The Block**  Charlotte, NC

 **Program Director** (7/15- 12/18)

* Orchestrated the successful stunt launch with Drake 927, which morphed into 92.7 The Block.
* The stunt led to local, regional, and national news outlets like MTV News, XXL, Global Grind, All Hip Hop, and more.
* <https://www.radiofacts.com/radio-one-charlotte-launched-92-7-the-block/>
* Within one year, bypassed the projected rating goals, hitting a 5 share in the Nielsen AQH 18-34.
* Secured high profile on-air talents such has Dutchess from the reality TV show Black Ink.
* Nielsen November 2018 ranked WQNC at #5 18-34 in comparison to heritage WPEG, who ranked #1.
* WQNC is a class C3 at 10K watts, whereas the Urban mainstream competitor WPEG is a class C at 94K watts.
* At the launch of the station created Instagram and now has a following of 31K (Winter 2018).
* Worked closely with digital departments to reflect the lifestyle of the format in our digital footprint.

** WOSF/Old School 105.3** Charlotte, NC

 **Program Director** (6/14- 12/18)

* Nielsen AQH Share December 2016 **#1** in age groups 6 plus, 12 plus, and 25-54.

 Historic Monthly for WOSF as this was the first time achieving **#1** status since August 2012 launch.

* Nielsen AQH Share October 2017 tied for #2 6 plus and #2 12 plus.
* Also, beating UAC competitors in afternoons, nights, and weekends in age groups 12 plus, 25-54, and 35-64.
* WOSF is a class C1 at 51K watts, whereas the UAC competitor WBAV is a class C0 at 99K watts.
* Increased the social media platform for Facebook from 3K likes (Summer 2014) to 73K likes (Winter 2018).
* Developed Instagram platform (Summer 2014) and currently 12K (Winter 2018).
* Secured high profile on-air talents such has R&B songstress Sunshine Anderson for weekends.
* Relaunched WOSF on August 1, 2018, as 1053 Old School and RNB.
* Refreshed WOSF on November 7, 2018, as 1053 RNB.

 **On-Air Personality** (6/14- 12/18)

* To remain connected to the listeners performed Saturday’s on-air show from 10 am to 3 pm.
* 25K Social media presence, which includes Facebook, Instagram, and Twitter.

** WPZS/Praise Charlotte**  Charlotte, NC

 **Program Director** (6/14- 12/18)

* Nielsen AQH Share October 2017 #8 in Women 25-54 with a 4.9 share.
* Secured Charlotte Urban radio personality legend Altheresa Goode for weekends.
* Increased the social media platform for Facebook from 3K likes (Summer 2014) to 30K likes (Winter 2018).
* Worked closely with seasoned radio veterans to learn the importance of social media.
* Operates closely with nationally syndicated on-air shows that have placement on Praise 100.9.

** WJMZ/107.3 JAMZ** Greenville, SC

 **Program Director** (10/13- 3/14)

* January 2014 Arbitron Trend **#1** 12 plus with a 12.4; **#1** 25-54 with 15.0.
* Fall 2013 Arbitron **#1** 12 plus, **#1** 25-54 with share points at its highest since 2012.
* ARB trends showed wonderful growth and steady incline.
* Utilized local talent to full capacity with talent coaching and programming training.
* I implemented new forms of research, programming clocks, imaging, and on-air structure.
* I was responsible for the placement of DL Hughley's syndication program for the afternoon drive.
* Worked closely with the sales team on creative projects that benefited sales, promotions, and programming.
* Worked closely with the promotional team for lifestyle and creative promotions.
* Responsible for music scheduling and inventory management.
* Increased social media platforms.

 **WHZT/HOT 98.1** Greenville, SC

 **Program Director** (5/13- 3/14)

* January 2014 Arbitron Trend **#1** 18-34
* In one rating book, I converted HOT to **#1** 18-34 in the Summer for 2013 with the highest shares since 2011.
* I have coached the talent for the entire HOT 981 team with a teamwork approach to programming.
* Increased the use and importance of social media among the staff and upgraded website appeal.
* Implemented new forms of research, programming clocks, imaging, and on-air structure.
* Personally guided the talent to convert from structured on-air approach to personality radio.
* Worked closely with promotions for creative promotional projects for on-air use.
* Increased street/community presence for the station.
* Worked closely with the sales team on creative projects that benefited sales, promotions, and programming.
* Worked closely with the promotional team for lifestyle, creative promotions.
* Responsible for music scheduling and inventory management.
* Responsible for promo scriptwriting and supervised production.
* I have created out of the box weekends.
* Generated top-notch station imaging.

 **Afternoon Personality**  (7/13- 3/14)

 **Mid-Day Personality**  (6/13- 7/13)

* After one month on mid-day drive; switched to afternoon drive to increase talent level.
* Since taking over afternoons, the show went **#1** 18-34 in afternoon drive, hitting shares in the 20's - highest trend in September with 29.9.
* Instantly afternoon drive was personality-driven.
* I believe in total connection with listeners in person, on-air, and through social media.
* Totally in the know with pop culture with a robust daily prep regimen.
* I am continually improving my craft.
* Responsible for daily production; extensive knowledge of Vox Pro and Adobe Audition.

 **WBHJ/ 957 JAMZ** Birmingham, Alabama

 **Program Director** (1/08-5/13)

 **Assistant Program Director** (2/99–1/08)

* Overall Arbitron Rated **#1** 18-34 *for* ***52*** *ratings periods*
* Honored with the National Association of Broadcasters Service to America for children award 2012.
* Honored with the National Association of Broadcasters Marconi Nomination 2012.
* Alabama Broadcasters Associations Radio Station of the Year 2012.
* In 2011 WBHJ was ranked #2 in the nation in the Urban format.
* Counseled, coached, and trained on-air talent.
* Implemented a fresh approach to on-air liners and scheduled on-air promos.
* Enhanced the street-level presence.
* Integrated the change to the automation system smoothly.
* Required minimal supervision.
* Thrived on increased responsibility.
* <https://www.allaccess.com/urban/10-questions/archive/14520/10-questions-with-mary-k>

 **Meteorologist/Weather Producer** (9/05–5/13)

* Anchored wall to wall weather and news coverage during severe weather situations for the entire cluster.
* Produced all weather updates from Chief Meteorologist.
* Responsible for connecting the audience to crucial safety recommendations.
* Responsible for all severe weather updates for social media sites.
* I have demonstrated forecasting skill during the April 27, 2011 Tornado outbreak.
* Organized collection drives for those in need from the April 27, 2011, Tornado outbreak.
* In 2012 teamed with ABC 33/40 for the "Do you have a plan" programmed and assisted in issuing over 400 free weather alert systems.

**Music Director** (2/99–10/04)

* Responsible for music programming and scheduling.
* Established new tools to provide the music department with first-hand research information.
* Kept abreast of the latest musical and research information.
* Prepared weekly materials for the programming department's decisions on the musical aspect of the station.

 **Mid-day On-Air Personality** (2/99-5/13)

* Consecutively Mid-day’s is Arbitron rated **#1** 18-34 *since 1999*
* Fall 2012 18-34 with 18.4 Share ranking **#1**
* Worked closely with community organizations and was a leader in monthly community service hours.
* Alabama Broadcasters Association Personality of the Year 2008.

** WALJ/105.1 JAMZ**  Tuscaloosa, AL

 **Program Director** (7/2011-5/2013)

* 105.1 JAMZ is a simulcast of 957 JAMZ but with separate branding.
* Worked closely with Apex Broadcasting in a simulcast launch.
* Worked closely with Wide Orbit to launch the simulcast with split audio to brand both stations.
* Worked closely with Promotions Director to keep the balance between the promotional mindset in both markets
* Within the first full ratings, the station was **#1** 18-34 and maintained that position during my stay there.
* Ensured that Tuscaloosa issues were addressed. Completed quarterly issues report.

** WKLS/Rock 105.9/Rock 98.3** Anniston, AL

 **On-Air Personality (**2008-2010)

* Assisted the owner in the developmental music process before the format launched.
* Created launch playlist by the research of the vast rock format.
* Worked closely with Program Director on a creative approach for the launch.
* Afternoon drive personality - by the voice-tracking process.
* Utilized voice talents to the clusters' commercial production work.

 **WAGG/Heaven 610 AM** Birmingham, Alabama

 **Program Director**  (10/03–1/10)

* Overall Arbitron Rated **#1** rated AM station 12 plus.
* Arbitron's 3rd highest rank in the market for TSL; *Summer 2009.*
* WAGG saw ratings double from the Fall Book 2009.
* Main station of choice to reach an audience of 35 plus.
* **Arbitrend May 2007 25/54 3.0 Share – 13:45 TSL.**
* Accountable for daily programming and operational duties.
* Followed Cox Radio, Inc.'s strategic plans.
* Responsible for music programming and scheduling.
* Created new musical/programming clocks with an innovative approach to liners and promos.
* Coordinated music/programming conference with a consultant.
* Constructed imaging that generated awareness of WAGG.
* Coordinated via the promotions team a positive community presence.
* I have worked with the On-Air Staff with meetings and review sessions.
* Instrumental with the Sales team in promoting and increase revenue.

 **WJMH/102 JAMZ** Greensboro, North Carolina

 **On Air Personality** (5/94–1/99)

* Mid-day’s Arbitron Rated **#1** 18-34 Fall 98.

 **Music Director**  (2/95–1/99)

* Responsible for music programming and scheduling.
* Coordinated weekly research and evaluated audience research.

 **Image Director** (5/94–1/99)

* Market leader for creative and on the edge “on-air” promos.
* Wrote, created, and produced image defining promos promptly.

 **Production Director**  (5/94–2/95)

* Communicated with staff to ensure the completion of assigned production materials.
* Worked in an organized manner to ensure traffic and continuity matters operated smoothly.

 **WHJX/Hot 101.5** Jacksonville, Florida

 **On-Air Personality** (2/93–4/94)

* Mid-days 12+ jumped from 10th to **2nd**, 18 – 34 moved from 10th to **3rd**, women 25 – 54 from 12th to **1st,** and **#1** in teens with a 530% increase (Winter ARB 1993).
* Part of the team that took over the Arbitron rated #1 position from the legendary WAPE.

 **Music Director** (6/93-4/94)

* Responsible for music programming and scheduling, heavily involved with record research, in-store surveys, and clubs.

 **WJHM/102 JAMZ** Orlando, Florida

 **On-Air Personality** (6/92-2/93)

* Weekend On-Air personality and daily production matters.

 **Promotional Assistant** (5/92-2/93)

* Developed, set-up, and executed appearances at numerous client and community promotions.
* Acted as a liaison with Orlando area tourist attractions and entertainment facilities

 **WBCC/AM 830** Daytona Beach, Florida

 **Program Director** (8/91–5/92)

* Under my leadership, WBCC won the *1992 Black College Radio Station of the Year*!
* Effectively managed the college student team and supervised the overall operation of the station.
* I have implemented new programming and rotations.

 On-Air Personality (9/88- 5/92), News Director (8/90-5/91), PSA Director (8/89-5/90)

**Education:**

**Queens University, Charlotte, NC**

 Masters of Arts of Communications (2019)

**Mississippi State University Starkville, MS**

 Bachelor of Science/Geosciences (2011)

Broadcast Meteorology Program - Certified Meteorologist (2009)

**Bethune-Cookman College, Daytona Beach, FL**

 Bachelor of Arts/Mass Communications (1992)

**Community Organizations:**

 **Alpha Kappa Alpha Sorority, Inc**

 General Member (2014-present)

 Psi Omicron Omega, Alabaster, AL (2012-2014)

 Phi Iota Omega, Birmingham, AL (1999-2012)

 Beta Iota Omega, Greensboro, NC (1997-1999)

 **Gaston Community College**  Dallas, NC

Community Board Member (2018-present)

**American Cancer Society** Charlotte, NC

Community Board Member (2017-present)

**North Star Reading Program** Charlotte, NC

Reading Buddy (2015-2017)

 **St. Jude Radio-a-Thon** Charlotte, NC

 Radio One Charlotte Chair (2014-2018)

**Saving Our Daughters** Birmingham, AL

 Project Coordinator (2012-2013)

**MORE Reading Program** Birmingham, AL

 4th Grade Reading Liaison (2008-2012)

 **Sister Friends** Birmingham, AL

Project Coordinator (1999-2004)