

# Melissa McConnell

**Highlights:** Major Market Radio and Television Personality, Programmer, San Francisco Metro;  
Commercial Voice-Over Talent / Spokesperson; Instructor: Radio and Video Production

## **Country Radio On-Air Personality/Programming:**

**KATM-FM (KAT Country 103)**, Modesto/Stockton/San Francisco (Citadel/Cumulus): **October 2010 to present**  
***Weekends/Utility All Dayparts On-Air/Top 40 Country***

- ◆ Midday(s)/ On-Air (Scott Systems/Vox Pro)

**KYCY-FM (Young Country)**, San Francisco (CBS/Infinity): **2½ years**

***Major Weekend/Utility All Dayparts On-Air & Production***

- ◆ Midday and Afternoon Drive weekend shows (*Vox Pro*, heavy phones)
- ◆ Live Remote Broadcasts on location in station mobile studio
- ◆ Voice-over and production of station commercial and promotional spots (*Pro Tools*)
- ◆ **Webmaster for station website:** [www.youngcountry.com](http://www.youngcountry.com)
- ◆ **Station Representative** at Country Radio Seminar in Nashville and Sacramento and Academy of Country Music Awards in Burbank.

**KEEN-AM (KEEN Country)**, San Jose (United Broadcasting): **3-1/2 years**

***Middays / Music Director / Assistant Program Director***

- ◆ Consistent Arbitron ratings winner in Middays in San Jose Metro
- ◆ Coordinated format upgrade (“Too Damn Country for FM”) to Arbitron San Jose Metro ratings win Over Country competitors KSAN, KNEW and KRTY (**Selector / Linker** scheduling)
- ◆ Created successful station promotional events (e.g. Tower Records “In-Store” with Garth Brooks)
- ◆ Successfully lobbied for KEEN to be the pilot station for rollout of Billboard monitoring in San Francisco Bay Area
- ◆ **Station Representative** at Country Radio Seminar, Country Music Awards in Nashville, Grammy Awards and Academy of Country Music Awards in Burbank.

**KRAZ-FM (KRAZY Country)**, Santa Rosa (Wine Country Radio): **1 year**

***Program Director / Middays***

- ◆ Responsible for station music selection and programming (**Selector / Linker** scheduling)
- ◆ Midday shows (*Software Audio Workshop*, heavy phones)
- ◆ Management/Hiring and aircheck session coaching of on-air staff
- ◆ Programming and voice tracking of station automation (**Scott Systems**) for weekends and overnights.
- ◆ Coordinated live remote broadcasts and station promotional events
- ◆ Voice-over and production of station commercial and promotional spots (*S.A.W. Classic*)

## **Webmaster / Designer:**

- ◆ KYCY “Young Country” FM Radio [www.youngcountry.com](http://www.youngcountry.com)
- ◆ Academy of Country Music [www.acmcountry.com](http://www.acmcountry.com)
- ◆ KRAZY FM Radio [www.kraz.com](http://www.kraz.com)

# *Melissa McConnell, continued...*

## Related Radio Industry Accomplishments:

### **Academy of Country Music Board of Directors**

- ◆ Elected to Board and served for 10 years; Chair of the “Radio Committee”
  - ◆ Coordinated selection of nominees and winners for Country Radio ACM Awards
  - ◆ On-Air talent for “Live from the Academy of Country Music Awards” national feed for **Westwood One Radio Networks**
- “Melissa’s Pix – Hit Video of the Week”**
- ◆ Weekly Country Music Video show on Heritage Cablevision, San Jose

## Publications/Author:

- ◆ Contributor to ***Beyond Powerful Radio & Creating Powerful Radio*** by Valerie Geller
- ◆ Author of ***Beyond Powerful Radio & Creating Powerful Radio Instructor’s Manual***
- ◆ Contributed articles and album reviews to ***Country Weekly Magazine***

## Computer Skills:

RCS Selector & Linker, Music Master  
BSI WaveStation, Scott Systems  
Vox Pro, Pro Tools, Software Audio Workshop  
Hot Dog Pro, Microsoft Front Page, Yahoo Site  
Microsoft Office Suite  
Adobe PhotoShop, Paint Shop Pro  
Microsoft Windows OS, Server

Music and Traffic Scheduling / Programming  
Automation Programming /Operation  
Digital Audio Editing  
HTML, Web Authoring  
Word, PowerPoint, Excel, Outlook, Photo Editor  
Graphic Arts. Design  
Network Administrator

## Related Education and Training:

### **San Francisco State University**

- ◆ Bachelor of Arts Degree, Broadcast Communication Arts, Emphasis: Production & Performance

### **University of California at Berkeley**

- ◆ California Clear Teaching Credential, Vocational Education -- Designated Subject: Telecommunications

Airchecks: Available online at [www.MelissaMcConnell.net/aircheck.htm](http://www.MelissaMcConnell.net/aircheck.htm)

## References:

### **Valerie Geller**

Broadcast Consultant  
Geller Media International  
New York, NY

### **Jaye Albright**

Country Radio Specialist/Partner  
Albright & O'Malley Country  
Consulting/RadioIQ  
Bainbridge Island, WA

### **Larry Pareigis**

President  
Nine North Records  
Nashville, TN

Supplemental: CDs, DVDs, audio and video files & media available upon request

*On Facebook & Twitter @MelissaDJLady*