

Melissa McConnell

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

On-Air Personality, Radio

<u>Middays:</u>	<u>KDBK/KDBQ-FM</u> (A/C Rock), San Francisco	1 year
	<u>KEEN-AM</u> (Country), San Jose	3 years
	<u>KKIS FM & AM</u> (A/C), Concord/San Francisco	3 years
	<u>KWUN-AM</u> (Top 40/Oldies), Concord/San Francisco	3 years
	<u>KRAZY-FM</u> (Country), Santa Rosa	1 year
<u>Evenings:</u>	<u>K-101-FM</u> (Hot A/C), San Francisco	5 years
	<u>KYA FM & AM</u> (A/C & Top 40 Oldies), San Francisco	2-1/2 years
<u>Major Weekender: & Relief (all dayparts)</u>	<u>KYCY-FM</u> (Young Country), San Francisco	2-1/2 years
	<u>KATM-FM</u> (KAT Country 103), Modesto/Stockton	(Oct. 2010 – present)
<u>Specialty Shows:</u>	✓ Golden Gate Greats (Top 40 Oldies) --	KYA FM & AM
	✓ Solid Gold Time Machine (Top 40 Oldies) --	K-101-FM
	✓ Lunchtime Classics (Traditional Country)--	KEEN-AM

On-Air Personality, Television

- ◆ **On & Off Camera Talent/Voice-Over/Creative/Copywriter**, “Linda Evans Fitness” and “Butterfly Life”
- ◆ **Guest Co-Host**, “Evening Magazine”, **KPIX-TV**, San Francisco
- ◆ **Regular Pledge Drive Host**, **KQED-TV**, San Francisco
- ◆ **Host / Producer**, “Melissa’s Pix – Hit Video”, **Heritage Cable**, San Jose
- ◆ **Host / Instructor**, “Life Long Learning”, **CCTV**, Martinez

Manager / Administrator

◆ Program Director	KRAZY-FM Radio	1 year
◆ Assistant Program Director/Music Director	KEEN-AM Radio	3 years
◆ Member, Board of Directors Chairperson: Radio Committee	Academy of Country Music	10 years
◆ Imaging / Production Director	KDBK / KDBQ-FM Radio	1 year
◆ Operations Manager/Program Director	KWUN-AM Radio	2 years
◆ General Manager / Faculty Advisor	KVHS-FM Radio	10+ years

Computer Skills

RCS Selector & Linker, Music Master	Music and Traffic Scheduling / Programming
BSI WaveStation, Scott Systems	Automation Programming /Operation
Vox Pro, Software Audio Workshop (SAW Classic)	Digital Audio Editing
Hot Dog Pro, Microsoft Front Page, Yahoo Site	HTML, Web Authoring
Microsoft Office Suite	Word, PowerPoint, Excel, Outlook, Photo Editor
Adobe PhotoShop, Paint Shop Pro	Graphic Arts. Design
Microsoft Windows OS, Server	Network Administrator

Webmaster / Designer

◆ KYCY “Young Country” FM Radio	www.youngcountry.com
◆ Academy of Country Music	www.acmcountry.com
◆ KRAZY “Krazy Country” FM Radio	www.kraz.com
◆ KVHS FM Radio	www.kvhs.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 **Creating Powerful Radio** by Valerie Geller
- ◆ Author of **Creating Powerful Radio Instructor’s Manual**
- ◆ Contributed articles and album reviews to **Country Weekly Magazine**

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, Designated Subject: Telecommunications

Airchecks Available online at 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/RadiolQ
Bainbridge Island, WA

Larry Pareigis

President
Nine North Records
Nashville, TN

Supplemental CDs, DVDs, audio and video files available upon request

ON FACEBOOK & TWITTER @MelissaDJLady