

## Profile

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- ✦ Extensive experience operating and managing programming and on-air aspects of a radio station.
- ✦ Over 20 years of on-air experience in small market radio with a focus on community oriented radio.
- ✦ Strong communication skills with the ability to relate to individual team members on many levels.
- ✦ Strong coordination and administrative skills.
- ✦ Strong leadership and coaching skills with on-air talents of all levels and experience.

## Experience

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### **Program Director :: Nassau Broadcasting/ KEY 103 (AC) :: Frederick, MD 2005 - 2010**

- ✦ Station was consistently #1 or #2 Women 25-54 in Arbitron surveys.
- ✦ Executed station programming, scheduling daily music logs, writing and producing station imaging, working with the corporate VP of Programming.
- ✦ Developed and executed sales-oriented promotions with clear listener benefits.
- ✦ Developed and implemented the station's social network strategies (Twitter & Facebook).
- ✦ Managed station's overall web presence in concert with corporate programming team.
- ✦ Developed feature programming for weekends and special events as well as short-form on-demand content for station website.
- ✦ Ensured station was heavily involved in the community events, charity functions and broadcasts.
- ✦ Performed daily on-air shift, voice-tracked weekend shift, live broadcasts.
- ✦ Loaded voice-tracks, spots, promos, liners, sweepers and other audio content.
- ✦ Met regularly with station airstaff for air check and coaching sessions.
- ✦ Managed day to day operation of Scott Studio system.

### **Assistant Program Director :: Frederick Broadcasting/ KEY 103 (AC) :: Frederick, MD 1997 - 2004**

- ✦ Managed day to day music scheduling and library maintenance.
- ✦ Worked with Program Director to determine weekly music rotation changes.
- ✦ Editing daily music logs to achieve proper balance and flow of programming.
- ✦ Was also responsible for writing and coordinating production of station imaging.
- ✦ Assisted with developing of promotions, internet presence and overall station sound.
- ✦ Performed daily on-air shift, voice-tracked weekend shift and live broadcasts.
- ✦ Loaded voice-tracks, syndicated programming, music, and other on-air audio.
- ✦ Managed overall operation of Scott Studios system under direction of the chief engineer.

### **Programming :: Radio Hanover/ 98YCR (CHR) & WHVR (Full Service) :: Hanover, PA :: 1996-2000**

- ✦ Hosted morning show on full-service WHVR, improving ratings in Adults.
- ✦ Assisted WHVR Program Director with music selection and program planning for sports coverage.
- ✦ Hosted weekend shows on 98YCR.

### **Programming :: Jim Gibbons Radio/ WFMD (N/T) - WFRE (Country) :: Frederick, MD :: 1996-1997, 1990-1995**

- ✦ Overnight on-air shift. (WFMD 1990-1992, WFRE 1992-1995)
- ✦ Morning Show Producer. (WFMD 1992-1995)
- ✦ Programming Co-ordinator.

## Skills

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- ✦ **Scott Studio System for DOS** :: 15 Years
- ✦ **Scott Studio System for Windows** :: 5 Years
- ✦ **RCS Selector for Windows** :: 2 Years / **RCS Selector for DOS** :: 10 Years
  - ▶ Performed music library maintenance, updates and editing.
  - ▶ Established format clocks and structures.
  - ▶ Implemented rules and other parameters to establish desired music rotations.
  - ▶ Scheduled daily music logs.
  - ▶ Reconciled aired logs to accurately reflect music broadcast.
- ✦ **BSI WaveCart and BSI WaveStation** :: 2 Years
- ✦ **Cool Edit Pro / Adobe Audition** :: 10 Years
- ✦ **Sonic Foundry Sound Forge** :: 10 Years
- ✦ **Microsoft Windows Operating Systems** :: 20 Years
- ✦ **Microsoft Office Suite** :: 15 Years
- ✦ **Apple Macintosh OS X** :: 7 Years

## Here's what people say about Marc

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"If you are looking for someone who won't miss a detail, then Marc's your guy. He was my Assistant PD for almost two years and I've known him for over six years. I knew that with Marc responsible for everything from music logs to promotional copy to production, it would be done professionally and on time. He also sounded natural on the air in whatever daypart he needed to fill."

-- Chris Puorro, Former Supervisor: Ops. Manager/PD at Key 103 & 106.9 The Eagle.

"Marc is a very smart broadcaster and programmer, and is knowledgeable in music, promotions, and strategic programming using today's ever evolving digital, online, and on demand platforms. In addition, with his on air abilities, knowledge of production and his upbeat, and enthusiastic personality, I can assure you that he would be a great addition to your staff and I would strongly recommend him as an employee with your company."

-- Patrick Kevin Cronin, Colleague: PD at 106.9 The Eagle.

"I worked directly with Marc at Nassau Broadcasting on several company fundraisers and cross-station promotions. Marc is detail oriented and creative and knows how to create solid ideas that meet both sales needs and programming objectives."

-- Kym McKay, Colleague: APD/MD at 106.9 The Eagle.

"I enjoyed working with Marc because of his leadership style. While he was my supervisor, he respected and valued my input and never treated me as though I was beneath him. I was a part-timer, but Marc took the time to make the "weekend warriors" feel a part of the team and not just another warm body to fill the weekend hours. He took the time to meet with me and other part-timers to provide constructive feedback -- in doing so, he ensured a consistent product was delivered all the time. His focus is not only on improving the process and the product, but also on improving himself which is an important trait for a leader."

-- Jeremy Leftwich, Weekend On-Air at Key 103.

"I worked with Marc for five years at Key 103 and he's organized while handling multiple jobs at once: on air personality, program director, and music director. He's extremely skilled in computer, internet and software programs as well and gets things done!"

-- Ginny MacColl, Colleague: Account Executive at Key 103.

"Marc is a dedicated and talented "radio geek" in the best sense of the term. If it involves programming, production and/or on-air experience, Marc has done it all...and always in a competent professional manner."

-- Josh Brooks, Colleague: Former Account Executive at Key 103.

*Marc R. Welch / "Marc Richards"*

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## References

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**Chris Puorro** :: 908-255-9169

**Kym McKay** :: 434-466-2805

**Randy James** :: 513-542-9259

**Patrick Kevin Cronin** :: 508-728-7913

**Leslie Simensen** :: 301-331-6014