

OBJECTIVE: *Have a blast while creating a fun, topical, compelling, and inviting environment that reflects the concerns of the life group and market, engaging on all platforms while entertaining and proving the brand's relevance. **Successfully done, ratings and revenue follow.***

CAREER SUMMARY:

- **30+ years of experience in mornings, programming and marketing, mostly top 5 markets**
- **15+ years of APD/PD experience**, with successful ratings history
- Complete knowledge of radio programming and competitive scheduling
- Successes include Y108 WYSY Chicago, WXTU Philadelphia, KBWF San Francisco
- Innovative on-air performer, making noise in every market; creative, affable, fun, and the cheerleader in the hallways

CAREER ACHIEVEMENTS:

- Achieved #1 (P 12+) share in the ratings within 9 months! WCTO Cat Country 96 - Allentown
- Attained #2 P25-54 within 6 months. KID-FM 96.1/102.1 River Country - Idaho Falls/Jackson Hole
- Took mornings from #11 to #3 P18-34. WYGY 96.5 The Star - Cincinnati
- Attained the highest ratings in the history of the frequency (4.6 share P25-54) Arbitron Summer 2009. KBWF 95.7 The Wolf - San Francisco

SUMMARY OF SKILLS:

- Effectively collaborate with all levels of corporate management, production, sales, promotions, clients and consultants.
- **RCS Selector, Video/Audio Editing Adobe Premiere Pro/Audition & most of the Adobe Suite**, Quantel, NexGen/RCS (Prophet), Pro-Tools, Nuendo, Dave Scott, DCS, Audiovault, Enco, **Voxpro**, micing, lighting, mobile equipment, any audio board on the planet including FTP and total digital ... Secretly passionate about engineering - Omnia, Optimod, **Wheatstone!** Let's make this THUMP!!
- Extensive knowledge of the demographic
- Ability to interpret ratings and research - **Nielsen Ratings**, RAB Research for Radio & Associates
- Proven track record of identifying, coaching and managing "star" on-air talent to provide nonstop entertainment
- Creation and execution of compelling promotions and events to get noticed!
- World class imaging that is right on target for the brand
- **Podcasting**; Social Media Marketing including Google AdWords, Google Analytics, Wordpress

RELEVANT EXPERIENCE:

Diane Dowling Productions (<https://www.productionhub.com/profile/diane-dowling>)

2019-Present

Producer and Talent - Radio and television show currently in development for Nationwide Syndication.

WRXK 96 K-Rock - Ft. Myers, FL - Beasley / Jeffrey Zito

2018 - 2019

On-air Talent/Production - For Beasley's 6 station cluster including WRXK (96 K-Rock), WJBX/TALK, WJPT (Sunny)/AC, & WXKB (B103)/CHR, WRXK-HD2(Playa)/LATIN, WWCN/ESPN.

KID-FM 96.1 & 102.1 River Country - Idaho Falls, ID / Jackson Hole, WY

2013-2014

Program Director/Mornings - Ingrained the station into the Tetons, Idaho, and Jackson Hole attaining #2 P25-54 within 6 months. Created stationality, localisms, and an active radio culture in a sleepy market! The best stationality, MORNING SHOW, writing, and production the markets had ever heard.

Solid programming & playing the hits toppling the big dog Arbitron P25-54 (Winter/Spring 2013).

WXTU 92.5 XTU - Philadelphia - Beasley

2010 - 2012

Assistant to the APD and PD (funny right?!) - Selector music scheduling, promos & liners, created, packaged & wrote weekend promotions for air, digital and social. Contributed to **creative meetings with sales & promotions.**

Nights - Fun, interactive, topical night show. Engaged social media with night audience **receiving 1200 replies to a single post**, the most in the history of the station at the time.

KBWF 95.7 The Wolf - San Francisco - Entercom/Scott Mahalick/Mike Krinik

2008 - 2010

Mornings - Show host, **managed show staff of 6.** Responsible for Wordpress website maintenance, content, talent development, & highly interactive social media presence. **Attained the highest ratings in the history of the frequency (4.6 share P25-54) Arbitron Summer 2009.**

WYGY 96.5 The Star - Cincinnati - *too many owners to name!*

2004-2007

Mornings - Under direction of **TJ Holland**, **took mornings from #11 to #3 18-34.**

WCTO Cat Country 96 - Allentown - Citadel/Scott Mahalick

1997-1999 & 2001-2004

Mornings - Ken & Kitty flagship morning show helped station exceed revenue goals with old fashioned face to face client service and the best entertainment on radio the market had ever heard or seen.

Achieved #1 (P 12+) share within 9 months!

WYSY Y108 - Chicago - Beasley

1988-1993

APD - Programming music using MusicMaster! (**Selector** came soon after.)

APD/Flame-Throwing night guy killing it with phones, attitude, & localisms.

APD/Mornings - Ken/PJ, **Ken/Kathy made the Chicago Tribune & other print media over 15 times!**

WRXK 96-K-Rock - Ft. Myers, FL - Beasley/Greg Mull

1980-1988

Ultimate Utility Player - Fill-in ALL dayparts, nights, production/imaging, writing under Greg Mull.

Education:

Bachelor of Science in Communications - Northwestern University, Evanston/Chicago, IL