



Kevin Gossett Resume

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Profile

A talented, experienced 30 year Radio and Tech Pro with extensive contacts in Radio, Television and News, both on the local and national level. **Radio:** Programming, Talent, Research, Marketing, Social Media. **Tech: Corporate-level responsibilities and input for Clear Channel Media and Entertainment.** HTML, Blogging (since before the term 'blog' was coined), iOS Programming and Development and all facets of Internet Marketing in the toolbelt, including Google Adwords/Adsense, Newsletter Marketing and Social Media Promotion. In addition, expert level experience in both Music Scheduling Software and Web Metric Analysis. A published author, most recently *Time Flying: A Time Traveler's Memoir*, (fiction) published December, 2012.

Experience

Digital Program Director - Clear Channel / Phoenix
10.10 - 12.12 (CONCURRENT)



Responsible for the digital (website/social media) properties in the Phoenix, Arizona market for the world's largest broadcast company, working with Brand Managers, Talent and Promotions personnel to design and implement content across all of the cluster's platforms. Worked with Engineering and Technical teams to optimize digital operations as well as bring new and experimental systems online. Dramatically increased both the quality of the content across the enterprise and the size of the audience through outside promotion, SEO and relationships with other media. **Served on corporate committees that wrote best practices used across the company, including the "Digital Playbook" that Clear Channel uses in managing its digital and radio assets.** Was Clear Channel's authority on SEO, writing regular columns on the company intranet site that helped stations and clusters improve their search performance. **Was an integral part of the launch and first year of "Premium Choice," both as talent (drive-time on the Mainstream AC Channel) but also with regard to technical implementation (stream fill) and talent blogging systems (CMS and metrics).**

Program Director - KESZ-FM / Phoenix

04.05 - 12.12



Concurrent with above, was responsible for all of the Programming of the market leading FM radio station, 99.9, KESZ-FM, increasing the station's market profile and ratings success through the transition from diary-based ratings methodology to the current Personal People Meter (PPM). Through this time, learned, then taught and pioneered the use of new technologies and measurement tools adapted for the new methodology.

Morning drive - WVMX-FM / Cincinnati

01.05 - 04.05

Served as Morning Show talent for the launch of a new Clear Channel Adult Contemporary station in the Cincinnati, Ohio market.

Air Talent - Clear Channel / Phoenix

03.03 - 01.05

Served as utility talent, News Anchor and Public Affairs interviewer for several Clear Channel / Phoenix radio stations while doing freelance web design and consulting, helping advertisers and marketers promote their businesses through the web and early social media efforts.

Morning Drive - WNND-FM / Chicago

01.98 - 03.03

Responsible for the Morning Radio Show on leading Chicago, Illinois (Market #3) radio station, WNND-FM, succeeding in both ratings and sales revenue growth.

Morning Drive - Capstar / Jacksonville

03.97 - 01.98

Morning Drive - WASH-FM / Washington, DC

02.94 - 12.96

Responsible for leading the Morning Show on the top AC in Washington, DC, a station that helped redefine personality-driven Soft/Mainstream AC. While at WASH-FM, developed and sold PC-based an on-air studio software system still in use at a few stations.

Program Director/AM Show - WGRD-FM / Grand Rapids

10.91 - 02.94

Effectively programmed a long-time Top 40 station, moving its format to Hot A/C while anchoring the Morning Show. Created several sales-effective promotions that also served programming needs, including "Best of Grand Rapids" and "Live Free For a Year."

Program Director/AM Show - Mix 103.1 / Tallahassee, FL

10.90 - 10.91

In first Programming job, changed the format of a failing Class A Top 40 to a successful Class C Hot AC, while anchoring the Morning Show.

Nights - B100/San Diego

08.88 - 05.89

Did 10p-2a on San Diego's legendary B100, following Ellen K, for several months, during the station's most successful period.

Weekends and Utility/Production - Q106/San Diego

02.88 - 08.88

On-air for the highly successful Top 40.

Publisher - ON-Air Information Services

06.88 - 10.91

Created, maintained and published a complete directory of the Top 100 radio markets, using database software of my own design.

Evening Talk Host - WTVN/Columbus, OH

07.87 - 06.88

Replacing Drew Hayes, did the nighttime talk show on Full Service AC (the station's only talk show).

Afternoon Drive, Asst. PD - WNCI-FM / Columbus, OH

05.85 - 07.87

Did the Afternoon show and served as Acting Program Director twice before Nationwide hired Bill Richards to be the Program Director. Richards then promoted me to Assistant Program Director, handling music scheduling, Promotions and in-house Research.

Afternoon Drive - KEYN-FM / Wichita

05.84 - 05.85

Did afternoons on the market-leading CHR station, garnering a 20 share, despite there being two other CHRs in the market.

Nights - KZZP-AM&FM / Phoenix, AZ

09.82 - 5.84

Did 7-midnight on the market's leading Top 40 station.

Education

Arizona State University - Bachelor of Science in Economics (1981)

Skills

Complete inventory of Radio Broadcast skills, including Air Talent (10 years Major Market Morning Drive experience), Programming (highly successful market and industry leading Adult Contemporary), and management. Graduate of Greenwood Performance Systems Leadership Institute for Managers, and named by **Radio Ink Magazine** as one of the "**Best Programmers in Radio**" in 2011. Expert level skills with both NexGen and GSelector, including over five years on the beta panel for GSelector (the first Clear Channel Program Director to use the software day to day), providing extensive input into the design of what is now the flagship of music scheduling software for the industry.

Referrals

Contact data upon request:

Susan Karis (Former EVP/Clear Channel Media and Entertainment)

Bill Richards

Tony Coles (SVPP/Clear Channel Media and Entertainment)

Jeff England (Former Market Manager/Clear Channel Media and Entertainment, Phoenix)

Steve Casey (SVP Research/Clear Channel Media and Entertainment)