

STEVE WARREN

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RADIO PROGRAMMING, MEDIA OPERATIONS, AND MANAGEMENT

Radio Group Operations / Programming Development / Special Events /Talent Training

Energetic, visionary, industry leader with an excellent track record of success in radio programming management including music scheduling, ratings and demographics analysis, audio design, production, talent development, and entertainment. Provide vision and dedicated leadership for key channel development, special promotional events, and syndicated productions. Entertainer with extensive experience within successful programming, marketing, and talent leadership driving increased ratings. Possess solid leadership, communication, and interpersonal skills to establish rapport with all levels of staff and management with emphasis on diverse cross-functional groups, staff development, and critical deadline attainment.

CORE QUALIFICATIONS

- Radio & Entertainment Programming
- Public Speaker & Spokesperson
- Interviewer & Show Host
- Budget & Cost Controls
- Producer/Syndicator
- Scheduling & Ratings Evaluation
- Talent Training & Development
- Industry & Association Relations
- Special Event Management
- Sponsor & Public Relations
- Cross-promotional Formats
- New Group Startup

PROFESSIONAL EXPERIENCE

MOR MEDIA INTERNATIONAL, INC., New York, NY

2003 – Present

Multimedia, radio consulting firm providing assistance within program production, syndication, music scheduling, writing, voice-over talent coordination, and programming for seminar presenters.

PRINCIPAL/GENERAL MANAGER

Write, host, produce, and distribute fun and entertaining radio programs. Advise broadcasting companies regarding talent training, music, promotions, and audience relationships. News Anchor The Howard Stern Show H100 News, SiriusXM Satellite Radio. Executive Producer Chinamerica Hit Radio, fulltime Pop-Contemporary Chinese music Internet Station (see www.chinamericahitradio.com).

Selected Achievements:

- Produces and hosts longest running weekly classic country music radio show, *The Country Oldies Show*, heard in more than 100 U.S. markets and more than 8 foreign countries in syndication, three hours weekly distributed by the Envision Radio Network.
- Secured consulting agreement with Sirius Satellite Radio resulting in the development and launch of all Sirius' Country Music formats including the assembly of 7,000-title music library, special programs, artist interviews, all record-label relationships, and product consumer rollout via marketing initiatives such as NASCAR and the NY Auto Show.
- Created and managed the first successful radio consulting company to specialize in radio programming, marketing, and promotion to mature radio audiences (55+).
- Produced New York restaurant reviews and promotions for radio WNEW and MOR weekly newsletter with radio personality and former actress/big band singer Mary McCoy.
- Authored *RADIO: The Book* (4th Edition) with Focal Press, endorsed and sold by National Association of Broadcasters. Best selling book on radio programming at NAB bookstore and online stores.
- Opened Radio-Studio Network for distribution/affiliate relations for *Country Oldies Show* and other independently produced syndications. First major network to distribute programming via MP3 Internet download format.
- Created and launched *Great Entertainers* music format for 55+ audiences in 12 radio markets. Stations gained 50% to 200% market share. Primary flagship station KTSA in San Antonio gained 300%.
- Developed a highly focused and intensive seminar presentation, which could be tailored to any association situation and/or budget. Presented well-attended programming sessions in multiple national and international cities and 12 state broadcasting associations.

SIRIUS SATELLITE RADIO, New York, NY

1999 – 2003

One of two satellite radio companies licensed to produce and distribute radio programs direct to customers via satellite.

PROGRAMMING FORMAT MANAGER

Managed 30 associates directly and up to 48 indirectly, encompassing staff development and training. Designed and implemented all country formats. Assisted in setup of new music and talk formats. Trained and mentored new

Continued

employees.

Selected Achievements:

- Developed and launched all Sirius' Country Music formats, including assembly of 7,000-title music library with extensive record company and artist relationships. First fee-based satellite radio company serving potential nationwide market of more than 300,000,000 people.
- Created specialized programs, conducted more than 100 artist interviews, and hosted daily morning show six days per week. Noted for contributing unique brand of humor to programming and workplace.
- Planned and hosted more than 100 events in less than three years, including all pioneer product consumer roll-out via marketing initiatives for major car makers and radio manufacturers, utilizing NASCAR, NY Auto Show, concerts, trade shows, and special events.
- Honored to be the first voice ever broadcast on Sirius at the 2001 Consumer Electronics Show in Las Vegas. Ultimately the first person on satellite radio within the United States.
- Achieved 95% brand awareness by developing compelling new programming, which subsequently resulted in 6,000,000 subscribers.
- Created brand awareness enabling penetration into U.S. market, which had previously been monopolized by more than 11,000 terrestrial, commercial radio stations.
- Presented and gained immediate acceptance, receiving record service, access to artists, and promotional opportunities from more than 20 major and independent Nashville record companies; launched initial formats that set the standards for quality.
- Implemented and created programming policies and hired staff, ensuring format integrity for new satellite radio company initially focused on the 200,000,000 light trucks and cars in the U.S.

RADIO INK MAGAZINE – STREAMLINE PUBLISHING, West Palm Beach, FL

1997 – 1999

*Privately owned media publishing company offering books on radio sales and management and **Radio Ink**, a bi-weekly sales magazine with monthly circulation to managers and owners of 5,700.*

RADIO EDITOR

Performed as editor and writer for radio- and programming-related stories. Directed art, graphics, and other writers for layout and publication deadlines. Interviewed major broadcasting executives. Established topics and content for future issues. Researched content and approved final publications.

Selected Achievements:

- Increased desired, new-market exposure by introducing innovative editorial concepts including unprecedented interviews with industry leaders and newsmakers.

RELATED POSITIONS INCLUDE:

PROGRAM CONSULTANT: WNEW RADIO, New York, NY; UNISTAR RADIO NETWORK, Los Angeles, CA

PROGRAM DIRECTOR: WATERMAN BROADCASTING, SWANSON BROADCASTING, San Antonio, TX; MID-AMERICA MEDIA, Dayton, OH; RUST COMMUNICATIONS, ALBANY BROADCASTING, Albany, NY

ANNOUNCER/PRODUCER/HOST: VIACOM, EVERGREEN MEDIA, NBC, STORER BROADCASTING, CBS RADIO NETWORK, New York, NY; Greater Media, Philadelphia, PA; JACOR BROADCASTING, Tampa, FL

INSTRUCTOR: INTERNATIONAL ACADEMY OF BROADCASTING, Montreux, Switzerland

EDUCATION / LICENSE / PROFESSIONAL AFFILIATIONS / ACTIVITIES

B.A. SPEECH & THEATRE, INDIANA UNIVERSITY, Bloomington, IN; FIRST CLASS FCC RADIO OPERATORS LICENSE

Member, AMERICAN FEDERATION OF TELEVISION AND RADIO ARTISTS, SCREEN ACTORS GUILD, ACTORS EQUITY ASSOCIATION, COUNTRY MUSIC ASSOCIATION, ACADEMY OF COUNTRY MUSIC, CANADIAN COUNTRY MUSIC ASSOCIATION, NATIONAL ASSOCIATION OF BROADCASTERS, NEW YORK STATE BROADCASTERS ASSOCIATION

Publications:

- *RADIO: The Book*, Focal Press, 1994, 1996, 2000, 2004
- *Radio Ink*, Streamline Publishing, bi-monthly magazine, 1997–1999

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ADDENDUM

RADIO PROGRAMMING MANAGEMENT

WROW-WPTR	Albany, NY	Operations Manager	AM Drive - News-Talk, FM-Country
WYNY	New York, NY	Weekends Host/Producer	The Sunday Oldies Show
WNEW	New York, NY	Programming Consultant	Overnight Host
Unistar	Los Angeles, CA	Programming Consultant	Network Host- <i>Music of Your Life</i>
KTSA	San Antonio, TX	Program Director	PM Drive MOR-Great Entertainers
WING	Dayton, OH	Program Director	PM Drive - Oldies
KKYX	San Antonio, TX	Program Director	Middays - Country w/ Full Service
WPTR	Albany, NY	Program Director	AM Drive - Country

RADIO ON-AIR

WKHK	New York, NY	Evening, New York City, first FM Country
WPEN	Philadelphia, PA	Evening, Adult Standards/MOR
WDAE	Tampa, FL	AM Drive, Host: <i>Talk of Tampa Bay</i>
WNBC	New York, NY	Overnight/AM Drive, Adult Contemporary, Sub for Don Imus
WHN	New York, NY	Music Director, New York City's first Country
WPAT	New York, NY	Weekends, Easy Listening
WKIP	Poughkeepsie, NY	PM Drive, Adult Contemporary
WAMS	Wilmington, DE	Middays (& PD), Top 40
WGEE	Indianapolis, IN	PM Drive, Adult Contemporary
WIFE	Indianapolis, IN	News, Top 40
WIRE	Indianapolis, IN	Overnights, Adult Contemporary/Country
WCCF	Punta Gorda, FL	PM Drive, Adult Contemporary
WPDF	Corydon, IN	PM Drive, Adult Contemporary
WTMT	Louisville, KY	Weekends, Country
WLRS	Louisville, KY	Part-time, Easy Listening

ADDITIONAL PERFORMANCE AND PROGRAMMING EXPERIENCE

- MC/Concert Host: Carnegie Hall, Radio City Music Hall; Madison Square Garden; Palace Theatre, Albany; Majestic Theatre, San Antonio; Universal Amphitheatre; Westbury Music Fair; Clowes Hall, Indianapolis; Saratoga Arts Center.
- Actor: HBO *The Sopranos*, NBC *Ed*, *Law and Order: SVU*; Film: *Michael Clayton* w/George Clooney; *Across the Universe*, Julie Taymor, Director; *It Could Happen to You* w/Nicholas Cage; *The Good Policeman*, w/Ron Silver; "Riding In Cars With Boys", w/Drew Barrymore, Stage: *Carnival*, *A Christmas Carol* w/ John Astin; *Guys & Dolls*; *Bye Bye Birdie*.
- News and Information Programming with the CBS Radio Network; NBC News at KNAI, San Francisco & WNWS, New York; KYW, Philadelphia; WPAT, New York; *Talk of Tampa Bay*, WDAE; *Information Sarasota*, WSPB.