

Melissa McConnell
www.MelissaMcConnell.com

Major Market Radio and Television Personality, Programmer, San Francisco/San Jose Metro;
Commercial Voice-Over Talent / Spokesperson

Country Career Highlights :

Academy of Country Music Board of Directors

- ◆ Elected to Board, 5 two-year terms; Chair of the "Radio Committee" (ACM Country Radio Awards)
- ◆ On-Air talent for "Live From The Academy of Country Music Awards" national show for **Westwood One Radio Networks**

Melissa's Pix – Hit Video of the Week Country Music Video show, Heritage Cablevision, San Jose

Country Weekly Magazine Contributor of articles and album reviews

Country Music Association Judge for Broadcast Awards (2010 – present)

Country Radio On-Air Personality/Programming:

KATM-FM (KAT Country 103), Stockton/Modesto: 11+ years

Major Weekend/Utility On-Air Personality

- ◆ Midday weekend shows & voicetracking (*OpX, Adobe Audition*); Vacation Relief / Fill-in
- ◆ Station Events/Live Remotes, on location

KYCY-FM (Young Country), San Francisco: 3 years

Major Weekend/Utility On-Air & Production

- ◆ Midday and Afternoon Drive weekends; Vacation Relief / Fill-in (all dayparts)
- ◆ Live Remotes on location in station mobile studio; Station commercial production (*Pro Tools*)
- ◆ **Webmaster for station website:** www.youngcountry.com
- ◆ **Station Representative** at Country Radio Seminar & Academy of Country Music Awards events

KEEN-AM (KEEN Country), San Jose: 3 years

Middays / Music Director / Assistant Program Director

- ◆ Consistent Arbitron ratings winner in Middays in San Jose Metro
- ◆ Coordinated format upgrade ("Too Damn Country for FM"); Arbitron San Jose Metro ratings win over Country competitors KRTY, KSAN and KNEW
- ◆ Station promotional events coordinator (e.g. Tower Records "In-Store" with **Garth Brooks**)
- ◆ Successfully lobbied for KEEN to be the pilot station for rollout of Billboard Monitoring in San Jose/San Francisco Bay Area
- ◆ **Station Representative** at Country Radio Seminar, Country Music Awards in Nashville, Grammy Awards and Academy of Country Music Awards in Burbank

KRAZ-FM (KRAZY Country), Santa Rosa: 1 year

Program Director / Middays

- ◆ Programming, live show and voice-tracking for three stations in the group
- ◆ Production of station commercial and promotional spots
- ◆ Webmaster, station website www.kraz.com

References:

Brian Thomas, National Brand Manager
Townsquare Media
Purchase, NY 10577

Jaye Albright, Country Radio Specialist/Partner
Albright & O'Malley Country Consulting/RadioIQ
Bainbridge Island, WA 98110

Larry Pareigis, President
Nine North Records
Nashville, TN 37203



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