

Rick (Stewart) Sutherlin

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Objective:

I want to utilize my experience in sales, broadcasting and communications as a motivator, marketer and communicator to help achieve new goals and learn new skills and knowledge.

Experience:

KUPI 99.1 & 99.5 (**Country**) KSNA 100.7 MY-FM (**Mainstream AC**) KQEO 107.1 The Arrow (**Classic Hits**) Gen-X 92.5 (**Alternative**) The Zone 980am (**Sports**) Idaho Falls, ID. Director Of Programming, Brand Manager July 2011 -Present

- Established programming leadership for the top Country/AC/Classic Hits/Alternative stations in Idaho Falls, ID.
- Provided expertise in areas of programming, marketing, sales and promotions, sales support and team leadership.
- Created programming with Selector database, maintained performance
- Directly managed personalities, promotions and marketing, engineering and production staff.
- Maintained web and social networking presence
- Graphic Designer Web/Print/Billboard
- On Air afternoon drive 3-7pm KUPI, VT mornings 6-10am Arrow 107.1/afternoons 2-7pm 100.7 MY-FM and Imaging on Gen-X 92.5, Image Voice for Gen-X 92.5 and 980 ESPN

WOW 104.3 (**Country**) Boise, ID

Director Of Programming, Brand Manager, March 2007 - April 2009

- Established programming leadership for one of the top Country stations in Boise, ID. Generated ratings increases in two books 1.6 to 5.4 and helped WOW to be the top biller in Boise.
- Provided expertise in areas of programming, marketing, sales and promotions, sales support and team leadership of over 55 key staff members.
- Created programming with Selector database, maintained performance
- Directly managed personalities, promotions and marketing, engineering and production staff.
- Maintained web and social networking presence along with print and television media marketing

The Wolf (**Country**) Sacramento, CA / KOOL 101.9 (**Oldies**) Sacramento, CA Director of Programming, brand manager for both stations, May 2000 – March 2007

- Provided expertise in areas of programming, marketing, sales and promotions, sales support and team leadership of key staffing.
- Established leadership positions for one of the top Country stations in Sacramento, CA. Took on KNCI & achieved new benchmarks over a three (3) year period of renewed success.
- Created, maintained skilled rotations in Selector & Music Master databases
- Directly coached and managed personalities, promotion, engineering & production staff
- Maintained web and social networking presence along with print and television media marketing

Jones Radio Network (**All Formats**) Seattle, WA Affiliate sales-Consultant February 1998 – May 2000

- Responsible for new station start ups, launches & client relationships (13 states)
- Sold National Programming & Programs (including Delilah, Lia & Bill Cody)
- Created Syndicated Music Logs

102.7 KORD (**Country**) Tri-Cities, WA Director of Programming, Brand Manager August 1995 – January 1998

- Provided leadership for the #1 Country station in Tri-Cities, including coaching of talent, sales promotions and marketing along with many NTR (non traditional revenue) events
- Created, maintained skilled rotations in Selector database
- Created branding, coached talent, provided expertise in sales promotions and marketing
- Participated in live appearances & remotes
- Production and Music Director / On air talent
- Directly coached and managed personalities, promotion, engineering & production staff
- Maintained web and social networking presence along with print and television media marketing