

Frank Canale

frankcanale11@gmail.com | (732) 403-6067

PROGRAMMING & BROADCAST PROFESSIONAL

Versatile, energetic **Broadcast Professional** with broad experience and significant accomplishments in the competitive broadcast arena. Proven successful at leading the development and implementation of creative, results-driven programs and projects for multiple stations simultaneously; utilizing qualitative data to craft effective, targeted strategies. Demonstrated ability to improve interactions and teamwork between sales, promotions and programming/production functions; solidified by progressive, diverse experiences and in-depth understanding of all departments. Skilled at building and maintaining long-term client and industry relationships and designing unique branding campaigns that result in mutual growth.

**Brand Development & Repositioning • Multimedia • On Air • Team Leadership • Staff Development
Sponsor & Client Relations • Budget Management • Campaign Creation & Execution
Concert Production • Programming • Marketing • FCC Regulations • Project Management**

PROGRAMMING EXPERIENCE

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| SUMMIT MEDIA, Wichita, KS
<i>Program Director /Middays</i> | KICT "T95" AND KFXJ "THE FOX" | Jan. 2020–Aug. 2020 |
| <ul style="list-style-type: none">• Developed and executed overall strategy and formatics for a heritage classic rock and Active Rock Brands.• Oversaw and developed all aspects of the stations, from working with the morning show on The Fox to writing and producing all imaging.• Developed promotions and revenue generating sponsor opportunities for both brands.• Performed on-air on the Active Rock brand. | | |
| TOWNSQUARE MEDIA, Bismarck, ND
<i>Program Director/Interim Operations Manager</i> | KBYZ/KACL/KUSB/KKCT/KLXX | Jan. 2018–Jan. 2020 |
| <ul style="list-style-type: none">• Made KBYZ and KACL consistent Top 5 players in (Persons, Men, & Women demos 25–54; Men 18–49 and Persons 12+) for 3 books, 2018-2019.• Developed and executed overall strategy for a heritage classic rock, adult hits, hot country and top 40 brands.• Oversaw and developed all aspects of the stations, from refocusing the morning show on Cool 98.7 to writing and producing all imaging, developing promotions as well as performing on –air on the classic rock brand. | | |
| PRESS COMMUNICATIONS, Neptune, NJ
<i>Assistant Program Director/Air Talent</i> | WHTG/WBBO/WWZY/WKMK | Aug. 2005–May 2007 |
| <ul style="list-style-type: none">• Refocused and developed cohesive image for G-ROCK alternative radio brand. Launched country station; planned and executed campaign from inception, including logo design, billboards, direct mail and guerilla marketing tactics. Coordinated two major charity events, Annual Sleep-In for Breast Cancer and Habitat for Humanity event that combined brought in \$500K charitable organizations and revenues of \$200K+ for stations.• Resolved day-to-day issues, compiled daily music logs and assisted PD with execution of programming strategy on K98.5.• Oversaw marketing for 4-station cluster. | | |
| RENDIA BROADCASTING, Tulsa, OK
<i>Assistant Program Director/Air Talent</i> | KHTT "K-HITS"/KBEZ RADIO | Feb. 2003–Sep. 2004 |
| <ul style="list-style-type: none">• Executed overall strategy and formatics for top 40 and AC brand.• Conducted air checks on PT staff, worked with morning show on content development, compiled daily music logs, as needed and assisted PD with execution of on air strategy.• Developed and executed large events through leadership of a staff of 4. K-HITS Eggstravaganza, the World's Largest Easter Egg Hunt, with 15K+ attendees and KBEZ Chef's Fest. Events sponsored by well-recognized, large corporations and contributed more than \$350K in sponsorship funds.• Oversaw marketing for 2-station cluster. | | |

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PROGRAMMING EXPERIENCE, PAGE 2 OF 2

ENTERCOM COMMUNICATIONS, LLC, Seattle, WA <i>Night Show Producer</i>	KISW "ROCK OF SEATTLE"	Oct. 2002–Jan. 2003
<ul style="list-style-type: none">Developed on air content and bits for Rover Radio Night Show.		
INFINITY BROADCASTING, Las Vegas, NV <i>Marketing/Promotions Director</i>	KXTE "XTREME RADIO"	Oct. 2001–Sept. 2002
<ul style="list-style-type: none">Recruited post 9/11 to create and execute lifestyle events, promotions and sponsorship relationships with team of five employees. Collaborated extensively with external media, promoters, ticket discounters, local hotels and businesses to successfully increase awareness of station, advertisers, sponsors and celebrities. Generated revenues of \$100K in less than one week from Howard Stern Hard Rock live broadcast.		
EMMIS COMMUNICATIONS, Denver, CO <i>Marketing/Promotions Director</i>	KXPK "96.5 THE PEAK"	Jul. 1999–Oct. 2001
<ul style="list-style-type: none">Re-launched well-established, heritage rock station to alternative format; rebuilt entire department; created contests, sales and lifestyle promotions. Increased ratings from 2.7 to 3.5% through TSL; station moved to #2 (18-34) within 6 months.Repositioned station following acquisition to '80 and beyond format, from logo design to outdoor/direct marketing strategy.		
AM/FM CORP., New York, NY <i>Promotions Manager</i>	WHTZ "Z100"	May 1997–Jul. 1999
<ul style="list-style-type: none">Orchestrated private / public concerts, events and promotions through 7 employees. Utilized database marketing when concept was in the infancy stages. Participated in production; worked with shows; employed contests to build listener base.		
INFINITY BROADCASTING, New York, NY <i>Promotions Coordinator</i>	WXRK "92.3 KROCK"	Jan. 1994–May 1997
<ul style="list-style-type: none">Coordinated contest development; assisted sales with implementation of all on-air and on-site sales promotions.		

ADDITIONAL ON AIR EXPERIENCE

PAMAL BROADCASTING, Westchester, NY	WXPX—107.1 THE PEAK	Dec. 2014–Jul. 2017
CONNOISSEUR MEDIA, New Haven, CT	WPLR—99.1	Jan. 2011–Mar. 2015
COX MEDIA GROUP, Norwalk, CT	WFOX—95.9 THE FOX	May 2007–Jan 2011
PAMAL BROADCASTING, Poughkeepsie, NY	WSPK—K104	Oct. 2004–Aug. 2005
ENTERCOM COMMUNICATIONS, LLC, Seattle, WA	KISW	Oct. 2002–Jan. 2003
EMMIS COMMUNICATIONS, Denver, CO	KXPK—96.5 THE PEAK	Jul. 1999–Oct. 2001

EDUCATION

ST. JOHNS UNIVERSITY, Jamaica, NY	B.S., Communication Arts	May 1995
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Please refer to www.linkedin.com/in/frankcanale for more information and recommendations
