

# STEVE WARREN

## RADIO PROGRAMER

Energetic, entrepreneurial leader with an extensive track record of success in market, program, and relationship development, as an event host, keynote speaker, management coach, and radio personality. Provide hands-on expertise in managing and directing creative, promotional, media, and communication projects. Possess extensive experience with program production/operations and teaching techniques for localizing programs that drive increased customer satisfaction ratings, capturing new markets and expanding audience demographics. Entertainer and author with solid interpersonal skills to establish rapport with diverse cross-functional groups with an emphasis on audiences, customers, business partners, and all levels of staff and senior management.

### CORE QUALIFICATIONS

Media Relations & Management  
Public Speaker & Spokesperson  
Sports & Special Events  
Host / Producer / Writer / Actor  
Storyteller  
Talent Training & Development  
Audience / Guest Relations  
Public Relations & Affairs  
Operations Management

### 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 enjoyed by national and international audiences. Consult with and advise broadcasting companies and allied industries regarding talent training, music programming, local market promotions, and strategies for maximizing audience relationships. Frequent host and speaker at national and state associations of broadcasters' annual and regional events and industry career fairs.

### Selected Achievements

- Produce and host personality of longest-running weekly classic country music radio show in the U.S., The Country Oldies Show, heard in 100+ U.S. markets and more than 8 foreign countries.
- Host of Living with Technology for Martha Stewart Living, Omni Media Inc. on Sirius Satellite Radio.
- Management consultant to Sirius Satellite Radio, resulting in the development and launch of all Sirius' country music formats including music library, special programs, artist interviews, all record label relationships, and product consumer rollout via marketing initiatives including NASCAR and the NY Auto Show.
- 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 (NAB). Best-selling book on radio programming at NAB bookstore and online stores.
- 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 and delivered highly focused and intensive seminar presentation, which could be tailored to any association situation and/or budget. Trained in excess of 1,000 attendees at programming sessions in multiple national and international cities and 12 state broadcasting associations.

# STEVE WARREN

---

## RADIO PROGRAMER (CONT.)

### 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. Trained and mentored new 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 now serving a nationwide market of eight+ million subscribers.
- Honored to be the first-ever voice broadcast on Sirius Radio at the Consumer Electronics Show in Las Vegas, 2001. Ultimately the first person to broadcast live on satellite radio within the United States.
- Conducted more than 100 live on-air artist interviews and hosted daily morning show six days per week for four years. Noted for contributing unique approaches and a fresh brand of humor to programming and workplace.
- Planned and personally hosted 100+ events in fewer than three years including all pioneer product consumer rollout via marketing initiatives for major car makers and radio manufacturers utilizing NASCAR, NY Auto Show, concerts, trade shows, and other unique special event venues.
- Achieved 95% brand awareness through development of compelling new programming, which subsequently resulted in attraction of eight million satellite radio subscribers.
- Created brand awareness enabling penetration into U.S. market previously monopolized by more than 11,000 terrestrial commercial radio stations

### RADIO INK MAGAZINE – STREAMLINE PUBLISHING, West Palm Beach, FL 1997– 1999

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

#### RADIO EDITOR

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

#### Selected Achievement

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

#### RELATED POSITIONS

##### 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

# STEVE WARREN

---

## RADIO PROGRAMER (CONT.)

### 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 Magazine, Streamline Publishing, Bi-monthly, 1997 – 1999

#### NOTEWORTHY ACTING, PERFORMANCE, & PROGRAMMING EXPERIENCE

##### Actor – Television:

“The Sopranos,”

“Law and Order SVU,”

“Ed”

##### Film:

“Michael Clayton” w/George Clooney;

“Across the Universe” Julie Taymor, Director

“You Can’t Take It with You” w/Nicholas Cage

“The Good Policeman” w/Ron Silver

“Riding in Cars with Boys” w/Drew Barrymore

##### Stage:

Carnival

A Christmas Carol

Guys & Dolls

##### Master of Ceremonies/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

##### News/Information Programming:

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

# STEVE WARREN

---

## RADIO PROGRAMER (CONT.)

### ADDENUM

#### RADIO PROGRAMMING MANAGEMENT

WROW-WPTR	Albany, NY	Operations Manager	M 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-Music of Your Life
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: Talk of Tampa Bay
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