



TIM RICHARDS

PROGRAMMING. COACHING.
CONSULTING.

PERSONAL SUMMARY

Specializing in Talent Coaching & Development, Building Winning Station Brands and Leading Great Talent to Ratings & Revenue Success, and now Artist Development. He's a "Connector" with an Innate Ability to Identify & Nurture Talent.

CORE SKILLS

Talent Coaching & Mentoring
Strategist - PPM Rating Methodology
Problem-Solving
People Management
Radio Programming
Creating Annual Events
Media Relations
Finance & Budget Management
Leadership & Management
Brand Marketing & Sales
Creative & Innovative Thinker
Writing & Editing Skills
Highly Organized
Tactical & Strategic Manager

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WORK HISTORY

President

Tim Richards Media | Phoenix, AZ | 2020

- Experienced multi-format media programmer with 20+ years of experience leading winning brands.
- Innovator of cutting-edge marketing modalities that drive ratings and revenue success.
- A coach and advocate for individual and team success.

VP Programming / Branding

Entercom | Phoenix, AZ | 2015-2020

- Led Phoenix brands to ratings & revenue success in a highly competitive market.
- Helped create a PPM Microtargeting strategy & tactics for company (2014).
- Built and Managed teams & programs that assisted in executing marketing plans for multiple markets.

Program Director KOOL-FM

Entercom | Phoenix, AZ | 2014-2020

- Created a new station DNA to target younger audience and evolve the station to 80's-base format.
- Achieved highest ratings success (A25-54) in previous 8 years (2019 & 2020)

Operations Manager

Entercom | Phoenix, AZ | 2014-2020

- Created new station architecture & launched new morning show on KALV (Live 101.5) that became the most successful show in the brand's history (now syndicated to Entercom Los Angeles).
- Created new marketing opportunities & events that helped drive brand & revenue growth (including Jingle Bash).

Program Director KMLE Country 107.9

Entercom | Phoenix, AZ | 2013-2020

- Increased ratings & revenue in 2018 to the highest ratings in PPM history.
- Developed new station branded events including the annual spring training event Double Header.
- Creating new "win-win" revenue opportunities with key partners & clients.



EDUCATION

Columbia College Chicago

Bachelors of Arts | Graduated w/ Honors at 20

Guitar player with an understanding of recording equipment & technology. Semi-Fluent in Spanish with a deep interest in the Hispanic culture as it pertains to AZ. Holds a Private Pilot License & enjoys outdoor activities like hiking & biking.



WORK HISTORY - PAGE 2

Program Director 104.7 Kiss FM

Clear Channel | Phoenix, AZ | 2012-2013

- Increased ratings in the first 6 months of programming the station by rebuilding the music architecture & integrating the music essence of the station with the Johnjay and Rich Morning Show brand. Developed revenue & rating outlets & events.

Show Director - Johnjay & Rich

Clear Channel | Phoenix, AZ | 2011-2013

- Continued coaching & developing the syndicated show Johnjay & Rich to new ratings success and added additional markets including Las Vegas NV, Albuquerque NM, McAllen TX, Beaumont TX, Flagstaff AZ and Wichita Falls TX.

Operations Manager

Clear Channel | Tucson, AZ | 2003-2011

- Helped coach Johnjay & Rich to their highest ratings in Tucson for a historic level of consecutive books.
- Developed a play to syndicate Johnjay & Rich into multiple markets that included Phoenix, San Diego, Portland, Colorado Springs and Ft Collins CO.
- Created successful brands including 92.9 The Mountain and Mia 97.1.
- Took the 7-Station Cluster to its highest ratings period & revenue results in the past decade!

Regional VP of Programming

Clear Channel | Tucson, AZ | 2006-2008

- Worked with multiple markets to increase ratings & revenue including Salt Lake City UT, Albuquerque NM, Colorado Springs CO, Ft. Collins CO, Cheyenne WY and Farmington NM.

Program Director Q101

Emmis Communications | Chicago, IL | 2001-2003

- Delivered the brand's best ratings in over 2 years (Spring 2002). Coached Mancow's Morning Madhouse.
- Built strong demo-targeted contests & promotions including the Q101 Block Party & the Ultra Crib promotion.

Program Director Q95.5 (WKQI)

Clear Channel | Detroit, MI | 1999-2001

- Rebuilt the station and evolved it from a Hot AC to a Mainstream Top 40s. Hired the Mojo in the Morning Show from Tucson and partnered him with Spike. The show has been a ratings leader in Detroit for over a decade.

Regional Program Director

Pacific Star Communications | Austin & Phoenix | 1998-1999

- Worked with stations to increase ratings & revenue.
- Developed & recruited successful programming talent currently working in Austin & Phoenix.

Operations Manager AM/FM - KRQ + KNST

Capstar | Tucson, AZ | 1996-1999

- Took KRQ to its highest ratings success in over 5 years and helped develop the Mojo in the Morning Show which is currently based in Detroit & syndicated.

Assistant Program Director / Music Director Mix 98.5 (WBMX)

American Radio Systems | Boston, MA | 1995-1996

- Worked directly with Greg Strassell to evolve the station to become one of Country's FIRST Modern AC stations.
- Worked with record labels to book the largest MixFest in the station's history on the Boston Common.