

# Kevin Sherrets

Program Director

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**An eye for talent, an ear for professional sound and a finger on the pulse of sports radio**, with over 20 years experience in both station and team side of the sports radio industry.

**History of producing top-rated/award-winning sports talk shows** and developing new overall sound for broadcast.

**Refined relationship-building skills** and experience working collaboratively with professional sports organizations.

## PROFESSIONAL EXPERIENCE

### Broadcast Consultant

**Sacramento Republic FC, Sacramento, CA March 2018 – present**

Under the direction of the Chief Operating Officer, I am the direct contact for TV and Radio broadcasts for the Sacramento Republic. I manage each TV broadcast, assist with each radio broadcast, and work closely with our partners at Vista productions, KCRA/KQCA and Sports 1140 KHTK to ensure positive and exciting coverage of the Republic.

### Program Director

**CBS Radio Sports 1140 KHTK, Sacramento, CA, August 2015-June 2017**

As Program Director; in conjunction with sales I managed over 20 employees in both programming and promotions departments to achieve company ratings and sales goals.

- Revamped station line-up led to the highest ratings success in over five years
- Created new station image and sound for on-air, online and via all relevant social platforms (Facebook, Twitter and Instagram)
- Implemented market promotions which helped connect station talent with the community on sales, promotional and charitable levels
- Fostered new and old relationships in the sports community enabling better access to teams and organizations
- Established long-term, on-going relationships with team and league insiders (e.g. broadcasters, analysts, writers, players)

## SKILLS

Talent Coaching

Skilled in all Social Media Integration

Audio Editor  
(Adobe Audition/Cool Edit Pro)

Budget Control

Team/Organization Relations and  
Negotiation

Employee Training  
and Development

## HIGHLIGHTS

**Achieved ratings success** under extreme circumstances

**Revamped station line-up** leading to strong PPM returns

**Was named top 20 Mid-Market Sports Radio Program Directors** in first year of eligibility (2016 – SportsRadioPD.com)

## COMMUNITY

**Woodcreek Little League, AAA Player Agent**, finishing my third year serving over 900 players and their parents of the Roseville, CA community

## Assistant Program Director/Executive Producer

### **Bonneville International (formally Lincoln Financial Media)-KKFN 104.3 The Fan/KEPN 1600 The Zone, Denver, CO, June 2013-August 2015**

Under direction of station Program Director, managed daily station operations, produced #1 afternoon drive show “The Drive with Big Al and DMac” and award-winning “Fan Football Tailgate Show” (Broncos Pregame)

- Elevated station midday show into a consistent top five day-part including being named Westword Magazine’s 2015 Best Radio Sports Show
- Managed all Producers, Technical Directors and Internship Program
- Managed weekly play-by-play schedule
- Assisted with station brand and overall imaging/production

## Instructor

### **Colorado Media School, Lakewood, CO, January 2014 – August 2015**

Taught various classes including Introduction to Sports Talk Radio and Beginning Audio Editing

## Executive Radio Producer/Broadcast Manager

### **Sacramento Kings, Sacramento, CA, October 2003-June 2013**

Joined as Radio Producer and was promoted to Executive Producer/Broadcast Manager after only two seasons based on successful implementation of team sales/promotional initiative and commitment to producing the NBA’s top radio game broadcast. Under the supervision of the Vice President of Broadcasting – Produced, Engineered and Executed over 900 NBA game broadcasts, 250 WNBA game broadcasts and 500 weekly team-related talk shows spanning 10 years.

- Managed the Sacramento Kings Radio Network
- Managed organizations play-by-play team of broadcasters
- Acted as direct liaison to flagship station management
- Created and coordinated game promotions with various radio affiliates such as annual viewing party, tickets sales and on-air promotions
- Provided creative consultation to the Vice President of Broadcast and Marketing

## Producer/Engineer

### **CBS Radio Sports 1140 KHTK, Sacramento, CA, June 1998-September 2003**

Joined as an intern and was quickly hired on as full-time staff.

- Assisted with production of afternoon and evening talk shows
- Co-produced Sacramento Kings/Monarchs basketball games
- Produced station imaging
- Engineered live remote broadcasts

## EDUCATION

### **American River College, Sacramento, CA – 1998-1999**

- Broadcast Communications

### **Cosumnes River College Sacramento, CA – 1995-1997**

- Radio Production

## REFERENCES

**Craig Amazeen**, Digital Media Consultant/Advisor, former President-Scout, Inc., former Senior Vice President, Sacramento, Kings, 917-819-2222

**Nate Lundy**, President/CEO, Mile High Sports, 303-408-2301

**Ben Gumpert**, President/COO, Sacramento Republic FC, 310-467-1792

**John E. Kage**, Program Director, IHeartMedia Denver, 303-618-8668