



MATT STOCKMAN
media professional

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SUMMARY

Media leader, coach, and thought-provoker, currently directing a team of programming and content creators for the K-LOVE Radio Network, based in Rocklin, CA.

- Current weekly audience estimate – 15 million nationally.
- Proven track record of ratings, revenue, and donor support success in multiple top 30 markets.
- Collaborative leadership style: highly regarded and respected by team members and other leaders.
- Overall Best Christian Workplace Dept. Assessment – 4.59/5
- CMB Major Market / Network Station Of The Year Winner, 2016.
- CMB Programming Summit Speaker / Contributor
- NRB Radio Personality Of The Year, 2008.

PROFESSIONAL EXPERIENCE

2017 - present

PROGRAM DIRECTOR, K-LOVE RADIO NETWORK – Educational Media Foundation, Rocklin, CA.

Core responsibilities center on leading a team of air talent and content producers to achieve ministry success in hundreds of radio markets nationally, including New York, Chicago, Los Angeles, Atlanta, Washington DC, Denver, and others.

- Work in tandem with leadership to execute the mission and vision of the ministry through radio programming strategy and initiatives.
- Direction of on-air fundraising strategy, resulting in drive to drive growth, with annual Pledge Drive totals over 65 million dollars.
- Partnership development with record labels to cast vision and lend direction to the future of the Christian music genre.
- Give oversight to development and protection of station branding.
- 360-degree development / promotion / integration of content across multiple platforms.
- Spearheading large-scale music and perceptual research studies and designing growth strategies after interpreting data.
- Coordinating with marketing to design compelling promotions, contesting, and marketing initiatives to drive listening occasions and build cume.
- Developed and implemented strategy to grow on air talent influence and reach.
- Gave direction and oversight to launch of adjacent media platforms/radio formats, including Air1 Worship Now, and Accessmore podcasting platform.
- Support to the Educational Media Foundation VP of Radio.

2012 – 2017

DIRECTOR OF PROGRAMMING AND CONTENT – CRISTA Media, Seattle

Core responsibilities center on leading a team of 22 air talent, programmers, producers, and digital content creators in multiple sites to achieve ministry and ratings/revenue success in the Pacific Northwest, Vancouver CA, Central Texas, and beyond.

- Development of the ministry vision and vision casting to the entire media team; ministry-wide programming goal setting, team motivation, strategic planning and the tactical implementation of goals and objectives.
- Give oversight to development and protection of station branding.
- 360-degree development / promotion / integration of content across multiple platforms.
- Spearheading large-scale music and perceptual research studies and designing growth strategies after interpreting data.
- Coordinating with CRISTA Media marketing to design compelling promotions, contesting, and marketing initiatives to drive listening occasions, build cume, and increase ratings/revenue.
- Support and regular representation on behalf of the VP of Media, and to the CRISTA Board of Directors

2011 – 2012

MISSIONARY RADIO CONSULTANT – Onda Paz 93.2, Barcelona, Spain
Self-funded, full-time in-country missionary radio consultant for a church-operated Christian radio network reaching population center of 3.2 million. Counseled staff and leadership in all aspects of radio including, programming, music selection, air talent, and fundraising.

2001 -2011

MORNING TALENT / MUSIC DIRECTOR- Blue Ridge Broadcasting / WMIT

Hosted a top rated morning show in western North Carolina on the 7th largest FM in the nation, operated by the Billy Graham Evangelistic Association. Additionally, performed all functions related to music (selection/scheduling/label liaison, etc.) and spearheaded the station through a significant format change from soft inspo to AC.

CORE COMPETENCIES

TECHNICAL

- Proficient in Selector, G Selector music scheduling software
- Mastery of ENCO and ZETTA digital playout systems
- Proficient in Adobe Audition, Microsoft Office Suite

EDUCATION

B.A./MASS COMMUNICATION – Illinois State University, 1987

SERVICE

- Regular contributor / writer to CMB, other industry blogs/websites
- Coach / consultant to international Christian broadcasters in Europe and Africa
- Development / Fundraising coach to missionary families.

PERSONAL

- Father of 5 children- Late teens to adult
- Functionally fluent in Spanish
- DISC Analysis: Dominant D, I
- LinkedIn: Matt Stockman, Twitter: @mattstockman
- Personal and professional references available upon request

