

Larry Landress(Aaron Zytle)

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EXPERIENCE

iHeartMedia

Mornings 6-10a KBRQ/KLFX

Waco, TX

8/01/17 - 1/14/20

- Execute station's programming strategy and plan. Set acceptable short and long term ratings goals for each station to assure its full contribution to the success of the market. Seek strategic ways to drive ratings and revenue.
- Create and deliver content for a Morning Drive air shift target demo men 18-34.
- Write script and produce spots and promos.
- Produce station imaging.
- On-air Voice Track weekend overnights and fill-In for iHeart Active Rock Custom. 9/18-1/20
- Weekend and Fill-In On-Air KEGE Dallas. 9/18-1/20

Bahakel Communications

PD/MD/Afternoon Drive Talent KRXP

Colorado Springs, CO

10/08-2/17

- All functions of Programming including scheduling daily music logs with Music Master software, staff scheduling, creating and delivering content for a successful Afternoon Drive Show, managing an active Promotions Department, working with record reps on new music, promos and local shows
- Working with sales staff on live broadcasts and client endorsements

Bahakel Communications

APD/MD/Promotions Dr./Afternoon Drive Talent KYZX

Colorado Springs, CO

1/01-10/08

- Evaluate all programming material, including promotional announcements, and staff scheduling for remote live broadcasts.
- Schedule daily music log using Music Master software.
- Station flipped from Classic Rock to Alternative in Oct. 2008. I helped in the rebranding of the station.

Broadcasting Media (On-Air)

KQSC/Colorado Springs, CO

2/17-7/17

EDUCATION

Pikes Peak Community College - Colorado Springs, CO

Jan. 2000 - Dec. 2000

- 1 year Communications