

A.J. McCloud

(Boyd J. Meredith)

2202 Apolla Lane SE, Decatur, AL 35601, 256-503-2301, aj.mccloud.am@gmail.com

EXPERIENCE

August 2017-Present Alabama Jubilee Hot Air Balloon Classic Decatur, AL

Public Relations/Media/Entertainment Coordinator, Voice and Stage Host

- I assist in the planning and execution of activities for this annual event that attracts around 75,000 people. I help book, promote and coordinate the entertainment, sponsors, activities and events on social media and with local media outlets leading up to and during the event. I'm also the stage host for the event.

December 2016-December 2019 WWFF-FM/93.3 Nash Icon (Country/Cumulus) Huntsville, AL

Afternoon Host, Assistant Program Director, Music Director

- Increased station ratings (especially 12+ and 25-49), increased revenue on the afternoon show with endorsements, increased social media followers, created on air and social media promotions, establish relations with local organizations and increased visibility in the community by broadcasting my show on locations, prize patrol, appearing at parades and events, and promotions like my A.J. McCloud Red Kettle Tour with the Salvation Army and Summer in the Country Backyard Pizza Parties. Executed daily operation of the station, scheduled music, appearances and giveaways, merged logs, created promotions, wrote and produced promos/commercial and some imaging.

June 2006-August 2016 WDRM-FM (Country/Clear Channel-iHeart Media) Huntsville, AL

Afternoon Host, Music Director, Assistant Program Director

- Hosted top rated afternoon show for 10-years, created promotions for clients and fund raising events with local organizations (Downtown Rescue Mission, Wounded Warriors, Kids To Love and others). Programmed music and prepared music reports, artist interviews and performances in the market or in the station lounge. Event planning included a live audience, sponsors, lunch, media and interviews, which generated revenue with sponsors. Also generated revenue as host, writer and producer of the Wednesday Night Song Service and Friday Night High School Football Scoreboard show. Nominee for CRS/Country Aircheck Music Director of the Year 3 times. My blog was the most visited by any local broadcaster.

March-June 2006 WDXB-FM/102.5 The Bull (Country/Clear Channel) Birmingham, AL

Midday Host, Music Director and Assistant Program Director

- Programmed music for WDXB and sister-station WEBL-FM (Country) in Macon, GA. Generated music and ratings reports. Continued to voice-track weekends after transfer to Huntsville.

November 2002-March 2004 WKED-WKYW-WFKY-WCND (Clear Channel) Frankfort, KY

On Air Host and Operations Manager

- Executed the daily programming for each station, increased ratings on WKED (AC) and sales on WKYW (Country) by updating music database on each station, making each station local and visible in the community. Liaison to the community and host of daily public affairs program on WFKY/WCND-AM (Classic Hits).

July 2002-March 2004 WLTO-FM/US102 (Classic Country/Cumulus) Lexington, KY

Morning Host, Music Director, Assistant Program Director

- Oversaw daily operation of the station, hosted the morning show, scheduled the music, updated and added a more appropriate voice for imaging, established a presence in the community. Nearly doubled the (12+) ratings, however, ownership changed the format.

May 1990-July 2002 WQXK-FM/K105 (Country/Cumulus) Youngstown, OH

Midday Host, Public Service Director

- Elevated the midday show to #1 in both the Youngstown and Canton market (12+ and 25-54), AQH listenership ranked in the Top 50 in America. Nominated for CMA Personality of the Year twice, CMA Station of the Year once and Ohio Country Music Association DJ of the Year 4 times. As Public Service Director I established relations with local organizations, co-host of public affairs broadcast, and raised over \$1.5 million through fund raising events and radiothons for St. Jude Children's Research Hospital.

SKILLS

Microsoft Word, Excel, RCS, G-Selector, Stratus, NexGen, Scott Studios, Audio Vault System, Stork, Op-X, Wide Orbit, Clock Manager, Adobe Audition, Cool Edit Pro, Facebook, Twitter, website blogs, Public Speaking.

EDUCATION

University of Louisville (KY) Major: Communications (B.A. degree)