

Michael P. Rovatsos

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Experience:

- Oct'06 - Present **Production Director/Web Manager/Public Relations/Host** KSDS 88.3, San Diego, CA
- Oversee all production elements for KSDS and for its website (Jazz88.org) including but not limited to all copy writing, editing, voicing of copy and producing of talent
 - Public Relations representative for KSDS which includes writing press releases, live appearances on TV, overseeing KSDS social media platforms and giving tours of the station among other duties
 - Facilitate student involvement for KSDS and the intern program for the Production Department
 - Develop (and write) website content for Jazz88.org, the KSDS website
 - Manage and communicate with the on-air staff and updates them on new procedures and protocol for the station
 - On-Air Host for "Blues Before Sunrise" and other various substitute on-air roles
- May'05 - Oct'06 **Underwriting Manager** KSDS 88.3, San Diego, CA
- Wrote sales proposals and presentations on behalf of KSDS
 - Developed and coordinated marketing materials to represent the station and connected large and small companies to KSDS in terms of financial and cooperative support
 - Organized promotional displays for San Diego business conferences and seminars to promote the underwriting and promotion possibilities of the station
- Aug'04 - Apr'05 **Account Manager** 10NEWS (KGTV-ABC Affiliate), San Diego, CA
- Sold advertising to local clients in the San Diego marketplace for Channel 10 Broadcasting and for 10NEWS.com
 - Analyzed competitive advertising mediums, budgets and usage for the San Diego region
 - Coordinated and created innovative sales promotions and other added-value events for clients
- Jul'00 - Apr'04 **Associate Research Director** ABC Daytime, ABC Inc., New York, NY
- Oversaw the entire landscape of Daytime ratings for ABC broadcast
 - Wrote analyses to all departments within ABC daytime including Programming, Sales and Production
 - Developed sales and programming strategy for the ABC Daytime department based on the NTI, Npower and Galaxy systems
 - Estimated and projected audience delivery on a weekly and quarterly basis for multi-million dollar sales accounts and ABC programmers/producers
- Jul'97 - Jul'00 **Research Manager** WCBS-TV, New York, NY
- Maintained all sales inventory and research data for the WCBS television station
 - Provided timely and accurate Nielsen ratings data, derived sales estimates and projections and created qualitative one-pieces for the entire New York market
- Jul'96 - Jul'97 **Senior Research Analyst** Petry, Inc., New York, NY
- Assisted in the research supervision of major market television stations
 - Articulated all rating and demographic data to public relations officers for multiple television stations
 - Formulated quarterly pitches, sales pieces, spreadsheets and estimates for multiple television stations

Sep'93 - May'95 **On-Air Engineer/Production/Host** WRVO Public Radio, Oswego, NY

- Relayed underwriting messages, weather advisories and powered on/off the transmitter
- Board Operator and monitored NPR programming feeds and facilitated the production

Jan'91 - Dec'93 **On-Air Producer** WBAB-FM, W. Babylon, NY

- Coordinated music, information and updates for the "Bob Buchmann Morning Show"
- Wrote comedy bits for on-air content
- Produced on-air segments on tape including four track and digital production
- Assisted with promotional events and celebrity interviews via phone, on-air and backstage

Skills:

- Expert level in any/all audio editing software and most video-related programs including Adobe Audition, Sony Vegas Video, Pro Tools, Cubase
- Professional Musician for over 20 years with producer credits
- Voice-over talent for Radio, Independent Movies and Web Applications
- Microsoft Office, Basic HTML coding, Dropbox, Social Media facilitator

Volunteer/Charity Work:

- Music Facilitator/Producer/Mentor- Photocharity / SDYCS' Storefront, San Diego, CA
- Conducted the weekly music class and assisted the homeless youth on their original work(s)
- Conceived and produced the first ever "Concert of Hope" CD that was a collection of original material from Storefront youth and volunteers. The CD has been sold to raise money for the shelter

Education:

- Master of Arts- Strategic Communications, March 2016, National University
- Bachelor of Arts in Communication Studies, May 1995, State University of New York, College at Oswego
Concentration- Broadcasting (Magna Cum Laude)

References available upon request