






# PAUL WEBBER

RADIO PROGRAMMING, MARKETING & RESEARCH PROFESSIONAL

## CONTACT

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## SUMMARY

Experienced Brand and Content professional combining the art of radio programming and flair of show business with the science of research and data to create compelling, engaging radio that resonates with audiences and translates to ratings. 28 plus years in Chicago radio with WTMX, WLUP, WDRV, WSHE, and WXRT.

## EDUCATION

### BACHELOR'S DEGREE

FIRST MAJOR:  
BUSINESS ADMINISTRATION

SECOND MAJOR:  
COMMUNICATION ARTS &  
SCIENCES

MINOR:  
ADVERTISING

Western Michigan University  
Kalamazoo, MI  
1984 - 1988

## SKILLS

- Professional
  - Strategic Planning
  - Research
  - Music Scheduling
  - Talent Development
  - Department Management
  - Public Relations
  - Promotions & Marketing
  - Mobile Marketing
  - Social Media
  - Budget Control

## WORK EXPERIENCE

### RESEARCH & INSIGHTS/MARKETING & PROMOTIONS MANAGER

*Audacy Midwest | Chicago | February 2018 - Present*

Provide research and insights to the Midwest Market Managers, Chicago Sales team and Chicago Brand Managers. Responsible for all marketing and promotions for 93.1 WXRT.

- Assist in securing nearly 2 million dollars of business quarterly and 8 million annually with sales enablement stories, data, positioning, copywriting and brainstorming
- Direct mail targeting, creation and deployment for group
- Increased target demo ratings on WXRT 23% in first six months
- #1 email open rate among all Audacy music station at 45%
- #1 social media engagement in rock format group in Audacy
- #1 Total Listening Hours among Audacy music streams

### ASSISTANT PROGRAM DIRECTOR

*WDRV-FM & WSHE-FM | Chicago | 2015 - 2016*

Interim Program Director for WSHE-FM then Assistant Program Director of WDRV-FM and WSHE-FM. Responsible for staff scheduling, music scheduling, promotions development and execution.

- Created on-air and online content and promotions to engage audience and increase listening
  - WDRV-FM 8th place to 3rd Men 25-54 M-Su
  - WSHE-FM 11th place to 3rd Women 25-54 M-Su
- Implemented music tests and optimized music scheduling on WSHE-FM & WDRV-FM
- Provided audience ratings analysis to programming, marketing and sales showcasing opportunities, challenges and successes
- Spearheaded targeting, development and recruitment of focus groups to inform programming decisions

### DIRECT MARKETING MANAGER

*Hubbard Radio | Chicago | 2003 - 2016*

Established Customer Relationship Marketing role including goals and roadmap for driving ratings through targeting meter holders with Direct Marketing and Loyalty programs.

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## SKILLS

- Technical
- Selector
- Research: XTrends, Nielsen, Scarborough, Media Impact, Quantcast
- PromoSuite & Aptivada
- Multiple Audio Editors & Delivery Systems
- Excel, PowerPoint, Access, Word, Google Counterparts

## AWARDS

**SIX CRYSTAL AWARDS**  
Hubbard Radio | Chicago  
1996 to 2016

**FIVE MARCONI AWARDS**  
Hubbard Radio | Chicago  
2003 to 2016

**OUTSTANDING SERVICE**  
March of Dimes | Chicago  
1997, 1998, 1999, 2012

**CHICAGO A.I.R. AWARDS**  
WTMX & WLUP | Chicago  
Best Station Contest 1999  
Best PSA 1998  
Best Audience Builder 1996

**SILVER DOME AWARDS**  
WTMX | Chicago  
Best Commercial-Humor 1994  
Best PSA 1995

## WORK EXPERIENCE CONTINUED

- Managed station databases, direct mail, email, loyalty marketing, and zip code targeting for audience acquisition and engagement through outdoor, on-site, mobile and digital
- Cut direct mail costs by 28% and managed projects for The Sound LA, Rock 98-5 Seattle, WTOP, The Arch St. Louis, The Peak Phoenix, and others
- Helped secure over \$1M from clients such as Allstate, Land Rover, American Express, Ravinia, and others as expert strategy liaison between Sales, Programming and Digital
- Reviewed, implemented and trained personnel on new technologies including TuneGenie, TagStation, Tune-In, launching of HD 2 Channels, Shazam for Radio, and Slacker Radio stream

### PROGRAM DIRECTOR

*WKMQ-FM | Rockford, IL | 2000 - 2002*

Responsible for the launch of this Oldies station including hiring all programming staff, setting up music, promotions and imaging.

- Launched on a previously unrated frequency, hired, managed and coached staff, set up and integrated music scheduling with digital on-air delivery system, hosted afternoons, handled production and oversaw marketing/promotions
- Debut Ratings: 3rd place Adults 35-64 M-Su, 7th Women 25-54 AM Drive and grew to 2nd place Adults 35-64 M-Su, 2nd Women 25-54 AM Drive

### MARKETING DIRECTOR

*WTMX-FM | Chicago, IL | 1996 - 2000*

Established and implemented station's first comprehensive marketing plan, overseeing a staff of 10 and a budget of \$3.25M annually.

- Assisted in increasing annual revenues by \$14M with programming focused client solutions
- Extended direct mail reach by a multiple of nine through promotional partnerships and secured TV cross-promotions extending marketing reach and frequency at no cost
- Instrumental in increasing total week Arbitron ratings:  
12+ 17th to 6th, Adults 18-34 6th to 2nd, Adults 18-49 8th to 2nd, Adults 25-49 8th to 2nd, Adults 25-54 10th to 4th, Women 18-34 3rd to 2nd, Women 18-49 5th to 2nd, Women 25-49 5th to 2nd, Women 25-54 5th to 2nd

## PROFESSIONAL DEVELOPMENT

### LIFESPRING WORKSHOPS

Fort Lauderdale, FL, USA

January 1991 – November 1991 &  
June 1992

### LIFESPRING LEADERSHIP PROGRAM

Fort Lauderdale, FL, USA

January 1992 – March 1992