

## expertise

Multi-disciplined broadcast operations specialist, with particular strength in developing and improving operational systems and processes

Proficient in multiple software applications unique to the media industry -- including WideOrbit, PlayoutONE, RCS NexGen and iMediaTouch digital automation; MusicMaster and Selector music scheduling; Marketron Interactive, Mediaspan, Acquia Site Factory and Second Street content management platforms; and Nielsen Audio audience analysis tools

Skilled in audience research; commercial copywriting; telemarketing and direct-mail campaigns; and graphic design, layout and production for print, video and interactive applications

Entrepreneurial management approach, including experience as co-owner of broadcast properties. Trained by Creative Resources Group as an idea generation facilitator

## experience

### WideOrbit

San Francisco & Dallas

Sales Coordinator, WideOrbit Automation for Radio 2022-date

Providing internal organizational support and external customer service for industry-leading broadcast automation applications

### EASY 93.1

Miami

Cox Media Group

Programming generalist and weekend host 2018-2020

### 101.5 LITE FM

Miami

Lincoln Financial Media & Entercom

Director of Programming & Operations 1999-2017

Responsible for format architecture, talent development, audience research, marketing and promotion strategy, interactive and social media development and design, technical support, financial planning and management

Developed market-dominant adult-music franchise through highly targeted music universe, creative imaging and point-of-purchase marketing philosophy. Delivered more than two decades of ratings success with women and adults (including 36 PPM surveys #1 persons 25-54). Launched digital MOR product with HD Radio subchannel simulcast to leverage competitive opportunities

Assembled focused, cohesive programming and support team with division's highest job satisfaction scores. Operated programming department at least 2% below budget for 20 consecutive years

Program Director 1993-1999; Asst. PD 1992-1993; Music Director and morning host 1990-1992

**Ad-Venture Media** Bloomington

Advisor, three-station Indiana group 2018-date

**Kauai Broadcast Partners LLC** Lihue

Co-owner, STAR 94.3 2018-date

**Delta Radio Inc.** Cleveland-Greenville

Co-owner, five-station Mississippi group 1992-1998

**105.9 WAXY FM** Miami

Music Director, News Director, late-night host 1988-1990

**LITE 92.1** West Palm Beach Production Director ... **US99** Chicago midday and late-night host ...

**1380 WKDM** New York City Chief Engineer ... **97 WASH** Washington Production Director and Asst. Chief Engineer ... **92 STAR & WLPL** Baltimore relief air talent and programming generalist

## education

**Northwestern University** Evanston IL

B.S./Communication, Radio-TV-Film; additional study in cultural anthropology

Operations Manager, Chief Engineer and Traffic Director, WNUR, class B FM facility

# robsidney

passionate. proactive. precise.

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*Rob is one of the best PD's in the industry. He possesses that rare balance of creativity and artistic flair, with strong focus and organizational ability. It is no mystery to me that LITE FM was regarded as one of the finest AC stations in the country.*

*Rob has a broad and strong understanding of his role in the overall success of the station and he makes sure that all bases are covered. He has passion for, and commitment to, excellence — always with the best interest of the Listeners and the station embedded in his mind.*

—Dennis Collins, WLYF SVP/GM 1985-2011

*Rob Sidney has extremely high standards which can be very challenging to us mere mortals. But he holds himself even more vigorously to them without fail and without compromise.*

—Gary Blau, WLYF Director of Engineering 1999-2019

*The devil is in the details, but the details are of utmost importance when running a radio station that bills millions of dollars. When it comes to details, look no further than Rob Sidney.*

*It was because of his reputation for excellence, that I sought the opportunity to join his team as a utility player and air personality. Every air personality should have the pleasure of working for such a manager who never asks of his staff what he's not willing to do himself.*

*In addition, Rob is highly creative, produces and conceives his own station imaging on a regular basis, and stays fresh with current trends in production, sound design, and our digital assets — which made 101.5 LITE FM a crown jewel among South Florida radio stations.*

—Jack Shell, LITE FM Personality 2016-2017

*I've worked with Rob twice since 2003. While his programming success speaks for itself, it's his dogged attention to detail and supreme standard of excellence that sets him apart from other managers. 'Okay' is simply not good enough. He feels that every on-air element, appearance and station event ultimately bears his signature — and he wants it to be the best. In short, he cares.*

*Rob is loyal to his company and especially to his staff. It's nice to have a great leader, but it's fantastic to have a great leader you know will have your back. With Rob, you know you're part of a team.*

—Kimba, LITE FM APD/Afternoon Host 2003-2019

*Rob is passionate for every detail of the station brand, which results in a remarkable listener experience and easily monetized ratings. His commitment to excellence is second to none — and radio would be stronger with a Rob Sidney in every market.*

—Andrew Curran, COO, DMR Interactive

*I've never worked with a programmer more sensitive to his station's revenue and profitability goals. While protecting LITE's brand integrity, he and his team regularly found ways to integrate our Clients into the fabric of the station — through on-air promotions, online content, and community events.*

*Where so many PDs are knocked for saying 'no' ... a 'no' from Rob is almost always followed by, 'But here's what we could do.'*

—Jim Prain, WLYF Director of Sales 2013-2015