

Rick Lambert

The Audience Bakery

Rock Programming/New Media

- Director of Rock, Alternative and New Media for upstart radio network
 - Work with radio station owners, clients, management and air talent
 - Facilitating on-air to online strategies for radio station websites
 - Creative input for branding, positioning, slogans, production, websites
 - Develop sales information packages for potential clients
 - On-air talent for rock format
-

XM Satellite Radio / Washington DC

Program Director, 2000-2008

- Program Director at XM Radio's nationwide service of over 170 channels
 - Program Director of "Classic Alternative" channel, "Fred" (2000-Present)
 - Program Director of "Current/90's Alternative" channel, "Ethel" (2002-2005)
 - Developed channel's architecture from concept to on-air
 - Conceived and initiated all channel branding, positioning and slogans
 - Designed weekly programming grids
 - Chose the music; designed and managed music categories, rotations and scheduling clocks
 - Developed daily, weekly, monthly and annual programming features and spectacles
 - Wrote and guided on-air production of sweepers and promos
 - Hired and managed assistants, on-air personalities and mentored interns
 - Scheduled, programmed and mixed daily logs for on-air broadcast
 - Worked with "Powergold" (music scheduling) and "Dalet" (mixing for on-air)
 - On-air personality for two channels
-

OnRadio.com-Electric Village / Los Angeles

Director of Programming, 1998-1999

- Managed staff of format directors and editors that provided content for radio station websites
 - Developed and facilitated on-air to online programming, promotions and contesting
 - Created quarterly goals and strategies for network deployment
 - Built new relationships for content with companies such as MSNBC, UPI, Spin, InfoSpace
 - Provided consultation with radio management and personalities concerning content
 - Assisted in designing portal concepts and outlines for radio network distribution
-

KNDD (The End) / Seattle

Program Director (*Alternative Rock*), 1991-1997

Ratings Highlight: #1 Overall 12+, 18-34, 25-34, 18-49 year olds (ARB Winter 1995)

The first alternative station to achieve #1 ratings status, 12 plus.

KXRX (The X) / Seattle

Program Director (*Album Rock*), 1988-1990

Ratings Highlight: #1 Men 25-34, #2 Men 18-49 (ARB Fall 1989)

KLOL (101FM) / Houston

Program Director (*Album Rock*), 1984-1988

Ratings Highlight: #1 Men, #2 Adults, #4 Women (ARB Spring 1988)

Experience at the above radio stations includes:

- Managed on-air personalities, promotion, marketing, production and music departments, while establishing a team atmosphere with clear goals and expectations
- Structured research focus groups, created perceptual studies and developed strategies to target and secure the desired objectives from the findings
- Fostered relationships with record companies, concert promoters and band managers, while securing recording artists for interviews, promotional events, concerts and cross-marketing strategies
- Worked with advertising agencies for campaigns with television, billboards, direct mail and telemarketing
- Enhanced branding opportunities through product positioning, targeting, marketing, promotion and programming tactics
- Worked with sales clients to develop promotional, marketing and contesting strategies
- Created sales materials and information packages useful for gaining client business and attention
- Planned and implemented annual operating budgets for each department
- Developed short and long-form programming features, shows and specials
- Experience with writing promotional liners and recorded commercials
- Utilized "Selector", "Powergold" and "MusicScan" software for program scheduling of each day's music

Other Experience

REI - Recreational Equipment Inc.

Hiking-Camping Specialist

Avid hiker, camper and photographer of the outdoors and related experience and equipment