

MIKE ABRAMS

Senior Radio Broadcast Programmer and Manager ♦ 818-731-4850 ♦ mike@mikeabrams.com

Professional Experience

Lotus Communications Corp.

Strategic Programming Advisor

April 2022 – April 2024

- Collaborated with the Company President and Owner on format adjustments to optimize listener engagement and station performance.
- Analyzed listener data to recommend programming changes.
- Coordinated with marketing and promotions teams to create synergistic campaigns.

Tune-In Radio

Music Manager

January 2016 – August 2019

- Managed programming for over 30 original channels, ensuring diverse and engaging content.
- Developed and implemented strategies to increase listener base and retention.
- Managed relationships with artists and record labels to secure exclusive content.

iHeartRadio (formerly ClearChannel)

Digital Music Programming Coordinator

March 2012 – June 2014

- Managed programming for several national formats on the iHeart platform, contributing to the network's digital growth.
- Worked with the tech team to improve user interface and experience.
- Coordinated with sales teams to integrate sponsored content seamlessly.

SiriusXM Satellite Radio, Inc.

Senior Director of Music Programming

July 2008 – November 2011

- Directed multiple music formats, including hits, dance, and holiday, enhancing audience reach and satisfaction.
- Supervised a team of programmers and on-air talent.
- Conducted market research to identify and capitalize on emerging trends.

XM Satellite Radio, Inc.

Senior Program Director

April 2004 – July 2008

- Supervised various music formats, increasing listener retention and market share.
- Developed strategic programming schedules to maximize listener engagement.
- Led cross-departmental initiatives to integrate new technologies and content delivery methods.

Satellite One / Div. of Radio One, Inc.

Director of Operations

September 2000 – April 2004

- Managed operations for Urban channels provided by Radio One to XM, ensuring quality and consistency.
- Coordinated technical support and maintenance for broadcast equipment.
- Implemented training programs for new hires and ongoing staff development.

95-5 The Beat / WBTS Atlanta

Program Director

September 1999 – June 2000

- Led programming initiatives to boost ratings and audience engagement.
- Developed promotional strategies and coordinated events to increase station visibility.
- Managed budget for programming and promotions.

98.7 Kiss FM / WBHK Birmingham, AL

Operations Manager / Program Director

June 1996 – September 1999

- Directed operations for Birmingham Cluster, including Urban AC, Hip Hop, and Gospel formats, improving station performance.
- Managed daily operations and scheduling for on-air talent.
- Oversaw compliance with FCC regulations and company policies.

Hot 97 / WQHT New York, NY / WRKS New York

Programming Coordinator / Research Director

November 1993 – April 1996

- Assisted the Program Director with formatics and managed in-house research to guide programming decisions.
- Conducted listener surveys and focus groups to gather feedback.
- Compiled and analyzed ratings data to adjust programming strategies.

Power 92 / KKFR, Phoenix, AZ

Programming Coordinator

November 1990 – November 1993

- Worked closely with the Program Director on formatics and supervised in-house research.
- Scheduled music and coordinated with on-air talent.
- Monitored competitor stations to identify opportunities and threats.

X-102 / KSNV Reno

Assistant Program Director / Music Director Coordinator / Research Director

November 1988 – November 1990

- Supported the Program Director with formatics and handled music programming and research.
- Assisted in developing marketing strategies to increase station listenership.
- Managed music library and ensured compliance with licensing agreements.

Z-100 / WHTZ New York

Assistant Research Director

April 1986 – June 1988

- Conducted research to support programming strategies and audience insights.
- Analyzed market trends and competitor performance.
- Provided detailed reports to senior management to inform decision-making.