

# Kenneth K. Spellman

Music / Broadcasting Executive

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## Summary

I am an innovative and creative executive with a diverse background in the entertainment and broadcast technology industries. I possess a history of discovering talent, training and development, and development of effective and creative marketing. My proven ability to understand consumer demand and recognize music trends will be an asset to your organization. I have a solid record leading, training, developing, and fostering dedicated teams.

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## Experience

Founder / CEO at SoundCheck Media Group, LLC

April 2003 - Present

Established entertainment company to operate radio stations, a record label, talent management, distribution and consult businesses regarding broadcasting, event planning, production, marketing, talent acquisition and program development. Provide broadcast training programs to community organizations, schools, and individuals.

Key Contributions:

- Established a radio network with six stations currently broadcasting on network and three affiliate stations.
- In 2003 began personal manager services for DJ Grandmaster Flash, Dana Dane, Chubb Rock, Joyce Sims, Jaymo Toosolid.

Founder at Broadcast Academy Incorporated

January 2004 - Present

A 501 (c)(3) Tax Exempt organization. Our mission is to build a bridge between technology & the arts. We provide various youth development and STEM related programs designed to introduce people to broadcasting and other opportunities in media and technology. Through our membership in the United States Tennis Association we are able to provide programs that encourage the sport of tennis and healthy lifestyles. By partnering with other organizations we can provide internship and job placement opportunities for our program participants.

Sr. Installation, Training & Support Engineer

June 1996 - Present

Assist broadcast station personnel worldwide with the installation and use of RCS suite of broadcasting software, including Zetta, GSelector, Selector/Linker, Master Control, NexGen, Media Monitors, and RadioShow RDS. Serve as Project Manager for web-based audio streaming

applications RadioShow RDS. Represent RCS at various trade shows and conventions. Establish and foster entertainment industry relationships.

Key Contributions:

- Integral participant of the RCS Support team that converted and trained all iHeartMedia radio stations from version 12 Selector to GSelector in less than one year.
- Thoroughly and strategically conducted research and development testing, leading to the patent acquisition for Internet Voice Tracking.
- Identified and suggested product enhancements that improved software.
- Contributed to the company receiving exceptional ratings by resolving various software and programming issues.

### Special Projects - New York Division

May 2008 - December 2015 (7 years 8 months)

MDI is an Independent Distributor. I have a worldwide distribution deal. I also handle special projects for MDI Distribution. I interact with MDI Distribution record labels to facilitate project preparation, marketing & promotion.

### Vice President, personal assistant to DJ Grandmaster Flash

July 2003 - February 2005 (1 year 8 months)

Vice President of Adrenaline City Entertainment. A record label started by Rock & Roll Hall of Famer, DJ Grandmaster Flash. Responsibilities included managing staff of 3 people. Personal Assistant to DJ Grandmaster Flash. Serve as A&R, technical consultant, videographer, press liaison.

### Program Manager – R&B Division at Sirius XM Radio Inc.

December 1999 - June 2003 (3 years 7 months)

Established and managed the execution of eight diverse music genres for air delivery, assuring library size, rotation rules, content, and implementation of qualified research. Determined music playlists and all commercial and paid programming content. Scheduled programming in conformance with FCC rules and regulations, company policy, and applicable laws. Prepared and managed department budget. Evaluated programming submissions from distributors, syndicators, and independent producers to recommend acquisitions for broadcast. Created talent and station marketing, promotion, and image campaigns and oversaw website, online presence, and social media. Represented SiriusXM at industry and trade events. Scheduled staff for on-air shifts, remotes, and appearances.

Key Contribution:

- Supported corporate business goals to increase market share, listeners, ratings, advertiser satisfaction, and revenue while aligning programming with client, station, and audience.
- Collaborated with Marketing, Programming and Sales departments to expand the brand into the automotive and other related industries.

- Achieved targeted high levels of listener satisfaction by effectively managing assigned channels and talent.
- Enhanced station image and visibility within the community and subscribers by establishing creative vision for stations.

#### **Assistant Program Director /Music Director /On Air Personality**

1994 - October 1996 (2 years 10 months)

Responsible for various aspects of music programming and over the air transmissions. Increased listenership by 10 percent through creative programming. Conducted various interviews and talk shows as Mid-Day host. Provided additional revenue as an account executive by involving community businesses and organizations. Raised additional funding through annual fundraiser. Conducted and hosted remote broadcasts and annual fundraising events. Responsible for training 25 interns annually.

#### **Instructor, Management Information Systems at USAF**

August 1985 - October 1992 (7 years 3 months)

Train USAF military members in the use of mainframe and personal computers to transmit and receive official Air Force correspondence. Personal computer courses included word processing, spreadsheets, and database management.

#### **Postal Supervisor at USAF**

July 1983 - July 1985 (2 years 1 month)

American Embassy, Rome, Italy

#### **Administrative Management at USAF**

April 1981 - June 1983 (2 years 3 months)

Responsible for management of military regulations and forms created for use on McGuire AFB. Perform annual reviews, create and modify base regulations and forms to ensure compliance.

#### **Instructor, Telecommunications Systems Operations at US Army**

December 1976 - July 1980 (3 years 8 months)

Instructed and evaluated recruits in the use of US Army telecommunications equipment used in fixed station and mobile application. Ensured safety measures were adhered to.

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## **Education**

Full Sail University

Pursuing Masters Degree, Entertainment Business, 2010 - 2014

Community College of the Air Force

Associate of Science - AS, Management Information Systems, 1985 - 1997

Activities and Societies: Management Information Systems

Mississippi Gulf Coast Community College

Associate of Science - AS, Broadcast Technology, 1990 - 1992

Activities and Societies: College station Program Director/On-Air talent.

Curtis High School

Diploma, General studies, 1974 - 1977

Activities and Societies: Marching Band, Jazz Band, Concert Band Basketball, Track

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## Honors and Awards

Panelist The Power of Urban Radio

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[Contact Kenneth K. on LinkedIn](#)