

Matthew Bates

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Summary

I am first and foremost a fan and dedicated student of radio as a medium. My passion is facilitating easy, seamless, and ubiquitous discovery of content and music across multiple platforms. As it adheres to the digital space, I am most interested in the blend of human curation and metrics-driven solutions. Over a decade of experience in terrestrial radio as a Program Director, Operations Manager, and major-market morning show host. Early outspoken advocate of radio embracing emerging technology and new distribution platforms, which ultimately led me to the digital space. Agile and malleable creative that can conceive of and deliver on big ideas using both actionable metrics and accumulated knowledge and instinct.

Experience

Slacker, Inc. | San Diego, CA

Senior Radio Program Director *May 2010 – Current*

- Invited to re-join Slacker after 91X fell into foreclosure.
- Focused Slacker's efforts on "humanizing" the digital radio experience by adding another layer of hosts, specialty programming, and editorial context to the service.
- Directly manage 200+ curated radio stations, 75+ freelance music curators, and an in-house team of programming assistants—continually monitoring and auditing to maintain the integrity of our radio programming.
- Directly manage all user-facing editorial content and station positioning.
- Direct on-site music festival activations; SXSW, Lollapalooza, Austin City Limits, Canadian Music Week, etc. Also double as the on-camera host, conduct artist interviews, and on-air host for festival coverage.
- Directly work with labels, management, and artists on content opportunities.
- Responsible for anticipating and responding to consumer demand using a blend of human curation and Business Intelligence metrics.
- Responsible for weekly analysis of performance metrics; I then provide user-facing editorial context and internal updates/strategy adjustments.

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- Ongoing competitive analysis and identification of partnership opportunities within the space.
- Maintain an ongoing relationship with UX/Design and Engineering to continually improve listening experience and functionality across multiple clients.
- Directed the design, definition, and build of the “My Vibe” product feature to coincide with the release of iOS7. Resulted in a major press/awareness lift around the iOS7 event.

91X/Finest City Broadcasting | San Diego, CA

Content Director/Morning Show Host *March 2008 – May 2010*

- Recruited to create and host a contemporary variation on the traditional morning radio model for a legendary San Diego radio brand. One that was more intelligent than crass; a presentation that reflected the digital and pop-culture interests of a contemporary and desirable demographic. Hired a team and set out to create content that could be repurposed across multiple platforms and consumed at the end-users discretion across multiple devices.
- Tasked with defining the digital strategy for the media property in an effort to move away from relying exclusively on the existing terrestrial broadcast model. Sought to marry emerging platforms with existing broadcast content and anticipate where the brand could best be positioned in a digital context for the long view.
- Created the spec and definition for the station’s first mobile app. Had oversight of the development and design of the finished iOS and Android clients.

Slacker, Inc. | San Diego, CA

Radio Content Director *June 2007 – May 2010*

- Recruited as one of the first round of employees at the inception of the company to design the radio product.
- One of the lead architects of Slacker’s original lineup of curated radio stations; I defined the station tree, radio formats, and managed a team of 45 freelance curators to build and maintain the stations.
- Created the definition and specs for what would become Slacker’s proprietary programming/music database tool. Worked with engineering to implement.
- Created the definition and specs for what would become Slacker’s song and station-level metrics dashboards. Worked with Business Intelligence to implement.

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- Led Slacker's initiative to "humanize" digital radio by developing and implementing strategies to capture the surprise, spontaneity, and sense of discovery and companionship that traditional radio provides and pure-play radio lacks.
- Retained as a programming consultant after leaving FT employ and joining 91X in March 2008.

Journal Broadcast Group | Boise, ID

Program Director/Brand Manager *March 2006 – June 2007*

- Recruited to reposition a successful legacy media brand and give it a contemporary tune-up. Digital strategy, music direction, streaming, and a content overhaul were all addressed.
- Responsible for maintaining the integrity of existing branding while expanding it to a broader audience. Utilized previously untapped marketing channels to expand the brand and developed non spot-based revenue opportunities.
- Continued to develop and maintain strong relationships with labels, management, and artists.

NextMedia Group | Reno/Lake Tahoe, NV

Operations Manager/Program Director *May 2002 – March 2006*

- Tasked with resurrecting a profoundly damaged and underperforming heritage radio brand. Identified previous best practices worth keeping, discarded everything else and rebuilt.
- Created a new brand that acknowledged the nostalgic elements of its past while assuming a more contemporary position in the marketplace.
- Developed web strategy from inception to application. Was early to adopt current best practices such as streaming, location-based database marketing, social, and sonic branding.
- Directed all aspects of the media property- music, visual, and marketing.
- Added operational oversight of 3 additional radio stations, which included web presence, branding, non spot-based revenue opportunities, and repurposing the product across platforms.

CBS Radio | Las Vegas, NV

Music Curator/On-Air Host *June 2000 – May 2002*

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Education

University Of Nevada, Reno 1998-2000

- Political Science program

University Of Nevada, Las Vegas 2000-2001

- Political Science program

University Of California, San Diego 2010-2011

- Certificate program- Mobile Development/Objective-C

References available upon request.