

Media professional inspiring people through ministry-focused radio, strategic marketing and relational fundraising.

Summary: 33 years of experience in multiple formats. Expertise in all aspects of station management, programming and personality driven radio. Excels in problem solving using analytic and Christian world-view thinking. Successful in developing strategies to increase revenue and improve the bottom line. Committed to building station loyalty by forging vital, lasting relationships with listeners, donors and the community. Well-respected for solid judgment, loyalty and leadership.

PROFESSIONAL ACHIEVEMENTS

General Manager of Toccoa Falls Radio (WRAF, WEPC and WPFJ) 2007 - Present. WRAF Station Manager 2001 -2007. Air Personality 1992 - Present.

- Accomplished the station's vision while securing annual revenue gains. The results were 8 straight years of generating over half a million dollars of support. This consistently led to yearly profits as cost controls were maintained. Highest totals in station history during this span.
- Negotiated new revenue arrangements with programmers resulting in a 50% increase.
- Produced and managed all aspects of 2 Sharathons (on-air, online and direct mail fundraisers) per year leading to an annual increase of new donors and long-term support from continuing contributors.
- Navigated the station through 2 separate unforeseen equipment failures involving an antenna and transmission line. These situations were turned into opportunities that fostered positive relationships with our listeners and donors. Through our initiatives we were able to procuring the necessary funds to repair the damaged equipment.
- Initiated, planned and executed format transition from traditional to contemporary.
- Managed and trained a staff of 15 people. Employee morale and teamwork increased notably.
- Developed station's website resulting in increased traffic, name acquisition and online giving.

DONOR DEVELOPMENT

Goal Setting
Moves Management
Event Planning
Correspondence
Underwriting
Giving Campaigns
Matching Gift Program
Email Marketing
Stewardship Spots

MANAGEMENT

Hiring / Firing
FCC Compliance
Conflict Resolution
Purchasing
Project Management
Budgeting
Internet Strategies
PR & Media Relations
Training & Coaching
Servant Leadership

PROFESSIONAL ACHIEVEMENTS

- Upgraded computer automation systems on 3 separate occasions and trained the staff on its use (OMT Technologies).
- Implemented and oversaw all aspects of station's Social Media efforts.
- Created direct-mail newsletters and oversaw every aspect from content, formatting, printing and mailing.
- Employed various technologies for our audience to listen on multiple digital platforms.
- Anchored network-wide coverage of several high-profile Christian events and conferences.
- Launched a media development company that produce short and long feature programs for radio stations across the country.

Prior Radio Experience:

WCGQ, (Columbus, GA) Assistant Program Director and Top Rated Air Personality 1988 - 1991.

WHHY, (Montgomery, AL) Programming Assistant and Air Personality 1986-1988.

Other Radio Stations - WBAM and WAPZ (Montgomery, AL) WAAZ & WNDA (Huntsville, AL) 1982 - 1986.

Education:

B.A., Pastoral Ministries Toccoa Falls College with honors. Toccoa Falls, GA

M. Div., Graduate coursework Southeastern Baptist Theological Seminary. Wake Forest, NC

Social Media Experience:

Facebook, Twitter, Instagram, YouTube, Pinterest, Tumblr

Discover More:

<http://www.linkedin.com/in/bryanrace>

<http://www.BryanRace.com>

COMPUTER SKILLS

MAC & PC

Adobe Premier Pro

Adobe Audition CS

MS Word

PowerPoint

Keynote

Photoshop

Camtasia

Outlook

WordPress

MINISTRY

Bible Teacher

Church Deacon

Youth Minister

Prison Ministry

Evangelism Explosion
Leader

INFLUENCES

Francis Schaeffer

Charles Colson

Ravi Zacharias

D. James Kennedy

Seth Godin

Larry Burkett

Randy Bronkema