

AMY BISHOP

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Work experience:

DIRECTOR OF MARKETING AND PROMOTIONS | WRR-FM, CITY OF DALLAS | JANUARY 2017-PRESENT

- Responsible for coordinating community outreach events to increase the station's visibility, strengthen partnerships with clients, and establish relationships with current and prospective listeners
- Spearheaded WRR's centennial campaign as co-curator for a traveling historical exhibition, successfully pitching stories for tv and print coverage, securing a light display on downtown Dallas' Omni Hotel, receiving recognition at the Texas Association of Broadcasters conference, giving keynote presentations, and helping coordinate concerts with the Singapore Slingers, Dallas Winds, and Dallas Symphony Orchestra
- Management of the radio station's website utilizing WordPress to update graphics, advertisements, and programming content
- Management of the station's social media platforms to create engaging, multi-media content on Facebook, Instagram, Twitter, and YouTube, while tracking audience analytics to optimize reach
- Utilization of Meta Business Suite for buying advertisements/boosting posts on Facebook and Instagram
- Designing the station's weekly e-newsletter to promote programming and station events
- Creating surveys through Survey Monkey to boost audience engagement
- Proficient in Adobe Creative Suite for designing digital graphics
- Management of the radio station's SoundCloud site for uploading podcast interviews
- Coordination of ticket and prize giveaways
- Designing and purchasing promotional items for on-site events
- Emceeing events and delivering curtain speeches for various public events

RADIO HOST | WRR-FM, CITY OF DALLAS | 2007; 2009-2012; 2015-PRESENT

- Host of a daily classical music radio show with a warm and casual delivery in the nation's fifth-largest media market
- Conducting and editing podcast interviews with arts leaders, CEOs, conductors, and soloists
- Knowledge of industry standard software, including Wide Orbit, Adobe Audition, ENCO, MusicMaster, and SoundCloud
- Hosting live remote broadcasts with the ability to think on my feet and quickly adapt to unexpected changes in lineup or technical issues
- Writing promotional copy for radio programming and station events

- Producing and voicing commercials

RADIO HOST | KBAQ (KBACH) 89.5 FM, PHOENIX | 2019-PRESENT

- Host of a recorded weekend radio show for Phoenix's classical music station

ARTS JOURNALIST | ARTS + CULTURE TX MAGAZINE | 2018-PRESENT

- Telling the stories of DFW's arts organizations, museums, and individual artists as an advocate for the region's creative community for a statewide publication

RADIO JOURNALIST/ TV TALENT/ CLASSICAL MUSIC HOST/ TRAFFIC REPORTER | HOUSTON PUBLIC MEDIA | 2012-2017

- Arts and culture beat reporter for Houston's NPR affiliate, developing fresh and compelling enterprise stories about the region's arts community, with national and regional coverage on NPR's *Here & Now* and *Texas Standard*
- 2017 Lone Star Award winner: Second place for best use of sound in a radio feature
- Digital content creator of classical music and arts-related material for the website and social media platforms
- Programmed music for a daily classical music radio show
- Ample experience with on-air pitching during live radio and tv pledge campaigns
- Assisted in maintaining KUHA's ENCO automation system and the Content Depot network distributor
- Produced, scripted, and voiced broadcasts of the Houston Ballet Orchestra
- Frequent fill-in traffic reporter during *Morning Edition* and *All Things Considered*

NEWS ANCHOR | KRLD-AM/TEXAS STATE NETWORK | 2005-2010

- Worked in a fast-paced, high-pressure newsroom to deliver live newscasts twice an hour for DFW's news/talk radio station and Texas' statewide news network
- Proficient in Burli Newsroom software to build newscasts and submit stories
- Able to swiftly gather information, write spot copy, and voice breaking news stories
- Produced and hosted KRLD's weekly long-form Sunday morning magazine show

NEWS ANCHOR/TRAFFIC REPORTER | METRO NETWORKS | 2005-2009

- Airborne traffic reporter, delivering live reports from the sky in real time
- In-studio traffic and news anchor for several radio affiliates in DFW and various media markets around the country
- Made beat calls to collect traffic information to input into the information database

JAZZ DISC JOCKEY/PROMOTIONS DIRECTOR | KNTU-FM | 1999-2005

- Hosted a daily jazz music radio show for the University of North Texas' student-run station

- Trained incoming student disc jockeys
- Hosted live remote broadcasts from the Denton Arts & Jazz Festival
- Wrote promos and public service announcements for on-air use
- Built newscasts for broadcast using Burli Newsroom software
- Produced *The Live Wire*, a daily feature listing live music events in DFW
- Coordinated volunteers and food donations for pledge drives

Education:

BACHELOR OF ARTS | UNIVERSITY OF NORTH TEXAS | 2005

- German major, Anthropology minor
- German Honor Society: Delta Phi Alpha
- Member of the UNT Feral Cat Rescue Group

Additional affiliations:

- Texas Association of Broadcasters member (2021 – present)
- Texas Radio Hall of Fame member (2019 – present)
- Greater Dallas Youth Orchestra board member (2020 – present)
- Educational outreach video narrator, New Philharmonic Orchestra of Irving (2020 – present)