

Pete Ferrand

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Highlights

- Top of mind talk shows with new ways of figuring things out, no repetitive political nonsense
- If we put it on the air, it must be compelling
- Background of everything radio, including talk, news, music, engineering, sales and consulting

BROADCAST HIGHLIGHTS

WRSA St. Albans, VT 1/04-12/04: Host of daily 6-9 AM issue-based talk show with local issues and guests, plus remotes and production with Adobe Audition. Operations Manager for 3 station cluster, responsible for personnel hiring and training, formatics on 2 talk stations and 1 country FM, Scott Studios automation, engineering oversight, and FCC compliance.

WNTK-FM New London, NH 4/97-11/02: Host of daily 6-9 AM talk show with open phones and mostly local guests. Focus on popular culture, lifestyle and events. Longest running morning show in this station's 15 year history. Responsible for running board for show, commercial production, news reading, and remotes. Operational skills for this three station locally owned cluster included developing formatics, guest scheduling process, staff training materials, specifying and setup of Cool Edit Pro based DAW, LAN, and many other computer and audio projects. Stations serve the central part of the NH/VT border.

Ferrand Communications, 1/79-5/93: Self-employed as developer and writer of audio/visual, documentation, and training materials for industry. Audio and multimedia authoring and production.

WKBK Keene, NH 2/88-5/97: Talk show host, including telephones, interviews and remotes with all talk format. Saturday mornings 5AM-10AM and about 14 weeks relief per year. Station has done live daily talk for 35 years.

WNHQ Milford, NH 7/87-5/97: Air personality for regional AOR format, became AC 10/91. I kept the job while 7 program directors came and went.

WZID Manchester, NH 4/87-5/89: Air personality, adult contemporary music and news. Part time weekends and relief. My Sunday morning show was the top rated daypart in the market of any time during the week, with a 25.3 share (12+); station had a 16 share overall.

WKNE Keene, NH 1/77-1/78: Afternoon drive music/news block, morning talk show.

WIBX Utica, NY 7/74-12/76: Morning talk show/music host. Show doubled audience to a better than 35 share (12+) of 12 station Arbitron metro.

ADDITIONAL FULL-SERVICE ANNOUNCING

WLLH Lowell, MA 5/80-9/80, WENT Gloversville, NY 6/75-12/76, WGHT Bath, NY 11/73-6/74, WRKL New City, NY 9/72-12/73, WRNW Mt. Kisco, NY 7/69-9/70

BROADCAST ENGINEERING

WHDH-WCOZ Boston, MA 2/80-3/81, WHN New York, NY 5/69-8/69

WRITING/INSTRUCTION

Nashua Telegraph, Nashua, NH 12/80-11/91: Newspaper correspondent, photographer and feature writer.

Author of numerous articles in business, amateur radio and computer magazines. Instructor for college level courses in public speaking, broadcasting, computer applications.

GOVERNMENT

New York City Department of Traffic 12/70-12/73: Radio operator responsible for coordination of traffic and emergency data, preparation and voicing of press releases and WNYC audio traffic reports.

PERSONAL

City University of New York BA Mass Communications. (1973)

First Class FCC commercial radiotelephone license .(1969)

Extra class radio amateur license

Seven years of voice lessons