

# Joseph A. Browning Jr. aka Joe "Crash" Kelley

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## **EMPLOYMENT HISTORY:**

**MY HOMETEAM MEDIA-** *Corpus Christi, TX/ Amarillo, TX /Houma, LA/ Clovis, NM*  
9/2015-Present

**Corporate Program Director:** 10 English stations & 6 Regional Mexican stations  
Builds clocks, programs music, imaging, on air, built social media presence and websites from scratch.  
On Air Afternoons 96.5 The Beach Adult CHR and Fun 99.7 Adult CHR Amarillo.

**FORMATS:** Hot AC/CHR/Country/Classic Rock/Classic Country, ESPN

1<sup>st</sup> Book in Corpus went from 10<sup>th</sup> to 5<sup>th</sup> in Adults 18-34 roughly tied long established CHR and Rhythmic competitors.

**CUMULUS-** *Fayetteville, AR / Ft. Smith, AR*

**Operations Manager-** 09/2012-02/2014

**Program Director KMCK (CHR)-** 09/2012-08/2014

**Program Director KBBQ (R-CHR)-** 09/2012-08/2014

KMCK moved to #2 in the market 12+ beating CHR competitor Clear Channel's Hot Mix 101.9 and surging in afternoon drive.

**CUMULUS-** *Macon, GA*

**Program Director/Afternoon Drive WMGB (Adult CHR)-** 02/2007-07/2012

Also programmed the music for the following Cumulus CHR's

WZOK/Rockford, IL 10/2008-02/2009

WZYP/Huntsville, AL 04/2009-09/2009

WHHY/Montgomery, AL 12/2010-07/2011

WAOA/Melbourne, FL 12/2011-04/2012

**CUMULUS-** *Lake Charles, LA*

**Program Director KBIU "B103" AC -** 09/2004-01/2007

**Program Director/Afternoon Drive/Imaging/Music Director HOT 97.9 (R-CHR)**

Spring 2004-Spring 2005- Moved 3.8-6.6-8.1 12+; Spring 2005- Scored #1 in the market 18-34 on Hot 97-9; Spring 2006- Tripled 25-54 numbers on KBIU in one Book under Jan Jeffries' direction.

**KSXY/ (R-CHR)-** *Santa Rosa, CA* 01/2002-07/2004

**Program Director/Morning Drive/ Imaging/Music Director**

Debuted 12+ ahead of two rhythmic competitors in San Francisco market. #4 Spring 2003. Maintained position as #1 ranked rhythmic CHR 18+ Fall 2003, despite direct in-format competitor with 3500 watts vs. our 165.

**KSMB/ (CHR)-** *Lafayette, LA*

**APD Afternoon Drive-** 05/1999-12/2001

Ranked #1 12+, #1 18-34, #2 18-49 in Fall 2001 Afternoon Drive

**KRUF/ (CHR)-** *Shreveport, LA*

**Program Director/Promotions-** 06/1998-06/1999

Led Station to #4 ranking in the market 12+.

Fell to 7<sup>th</sup> 12+ first Book after my departure