

Mike G. Laird

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Skills & Abilities

- Supervision/development of sales, On-air and auxiliary staff
- Operational oversight of broadcast company group.
- Design and implement Marketing, Branding, Promotions and Public relations strategies
- Design and Develop Formats. Oldies – Country - Classic - Sports
- Strategic planning and budget design
- Worship Leading/Guitar and Vocals
- Play by Play, High school Football, Basketball & Baseball, Sports Talk.
- Morning Show Host.

Experience

- **2014 – present , First United Methodist Church, Paoli , Ok**
Sr. Pastor
- **2014 – 2016, American Broadcasting School, Del City, Ok**
Associate Director of Training / Placement Director / Vocal Coach
- **2010-2014 First United Methodist Church, Wilson, NC**
ModernWorship leader
- **2009-2010 First Presbyterian Church, Wilson , NC**
ModernWorship leader
- **2009-2014 First Media Radio, Rocky Mount, NC**
AM Talk Show Host/Air Talent, Football Play by Play
Localized talk show, Country Format and Classic Hits Air work
- **March 2005-Aug. 2009 Keystone Broadcasting, Ardmore, OK**
Station Operations Manager / Morning show co-host KICM-FM, KMAD-AM
Responsibilities included assuring effective and aggressive sales.
Professional development of sales, promotion and programming staff
Strategic planning, operational responsibilities, budget planning..
Participation in expansion of KICM to 50,000 watt station
Increased Ratings to # 1 in avg. quarter hour from the fall 2005 to fall 2008.
- **Feb 2003-March 2005 Next Media, Ardmore, OK**
Operations Manager/Morning Show Host/Play By Play KKAJ , KVSQ, KYNZ, KTRX
Overall daily operations for 4 station cluster
- **June 2000-Feb 2003 Chuckie Broadcasting, Ardmore, OK**
General Manager KTRX Implemented plan for and execution of startup station.
- **August 1999-Feb 2003 KVSQ, Ardmore, Ok** Developed and Hosted “SportsNuts” - daily talk show
- **Aug 1995-Feb 2003 Chuckie Broadcasting, Ardmore, OK**
Sports/News Director/Morning Show Host/Play By Play KKAJ , KVSQ, KYNZ, KTRX
Overall daily operations for 4 station cluster.

Broadcasting Awards

- Oklahoma Association of Broadcasters “Personality” of the year Finalist 2007
- Oklahoma Association of Broadcasters “Sportscast” award 2002
- Oklahoma Association of Broadcasters “Newscast” award 2001
- Oklahoma Association of Broadcasters “Sportscast” award 2000
- Oklahoma Association of Broadcasters “Sportscast” award 1999