



# Dain Craig

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## Professional Experience

1983 to Present Radio Broadcasting/Marketing

### On-Air / Program Director

#### 2006-2010 KHPT/106.9 THE POINT, HOUSTON, TX

##### Cox Radio Houston

##### Program Director / Morning Show (80's/90's rock hits)

- Substantial growth in both TSL & Cume
  - Went from Top-20 to Top-10 in TSL & CUME 25-54
  - Top-10 in men 18-49, 25-54 and 35-64
- Cox Format Captain
  - Oversee/consult three other markets
- Develop annual strategic plan for station
- Develop NTR promotions
- Developed/oversee HD2 format (Adult Alternative) and stream
- Develop and execute Spring and Fall Marketing plans
- Responsible for community/public affairs for cluster

#### 1994-2006 KSFI/FM-100 SLC, UT

##### Bonneville International

##### Program Director / Morning Show (Mainstream AC)

- Over 11 years as top rated morning show in Salt Lake market
- Always ranked In top 3 adults 25-54
- **#1 women 18+, 25-54, 35-54 every book**

- 1992-1994 KISN SLC, UT Mid-day/Program Director
- 1987-1992 KCPX On-air/APD/Music Director/Production Director/Imaging

### Other projects:

**Cure Kids Cancer** helped raise over 3 millions for Texas Children's Hospital with annual "radio-thon"

**Produced** concerts for the community and station with national artists like Richard Marx, Bengals, Tonic, When in Rome, Christopher Cross, Flock of Seagulls, America, Jim Brickman, Peter Cetera and Donny Osmond.

**Executive Producer** of FM100 Christmas CD's volumes 1-5, raising over \$160,000 for the family homeless shelter in Salt Lake City.

### Software/Digital:

RCS (Selector, Linker), DAD/ENCO, Prophet, Maestro, ProTools, VoxPro, PD Advantage, Maximizer, Xtrends.

**Awards**

Nominated AC Station of The Year R&R 2005  
Nominated AC Station of The Year R&R 2004  
4 time finalist for Gavin PD of The Year, Large Market  
4 time finalist for Gavin Station of The Year, Large Market  
2 Silver Microphone Awards (National)  
9 UBA "Ubbie" Awards (Utah Broadcasters Association)  
Celebrity Goat Milking Champion Houston Rodeo 2008

**Related Experience****Sales/Marketing training:**

- CSS (Center for Sales Strategy)

**Acting: On-stage/On-Camera**

- Special correspondent for **Regis & Kathy Lee Show**
- Local TV ads
- Local theater

**Yearly TV campaigns**

- Various Voice-overs for TV & Radio

**National/Regional/Local**

- Station voice for KPRZ San Diego
- Radio Tokyo broadcasts
- Hosted local TV shows (cooking, movies, fill-in)

**Community service**

**Board of Trustees** for the Road Home family homeless shelter.

**Personal Interests**

Ski instructor at Brighton Ski Resort (PSIA Cert 2)  
Scuba diving (Rescue Diver)  
Commercial Pilot/instrument rated  
(We own a Piper Cherokee 180)  
Drums/Percussion (Studio work/current bands)  
Travel, Hiking, Biking.....

**References upon request**