

# JOHN MOZES

WRITER MARKETER BROADCASTER COMMUNICATOR

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## EXPERIENCE

September 2008 - Present

Lawrenceville, NJ

GENERAL MANAGER

107.7 THE BRONC WRRG-FM

- Create successful marketing, communications, promotional, social media, and e-mail campaigns to build the 107.7 The Bronc brand.
- Implement and manage effective strategic plan to strengthen and grow The Bronc brand within the Rider University community as well as throughout Mercer, eastern Bucks and northwestern Burlington counties to positively impact our target audience to increase listenership and general funding.
- Supervised the creation of [www.1077TheBronc.com](http://www.1077TheBronc.com) and continue to develop the station website as part of The Bronc's internal and external communication and marketing strategies.
- Manage the station website in conjunction with other new media technology to effectively brand a traditional mass medium with today's emerging technologies including both Android and iPhone applications.
- Continue to develop strong professional and symbiotic partnerships with many of the Delaware Valley's most influential print, broadcast and online media outlets.
- Increased revenue and attained all sales goals for three consecutive fiscal years. Corporate supporters of 107.7 The Bronc include Aramark, Chick-Fil-A, Chili's Grill and Bar and Sam's Club nationally; ABCO Federal Credit Union, Community Blood Council of NJ and New Jersey National Guard regionally; Lawrence Toyota, Mrs. G's TV and Appliances and Terhune Orchards locally.
- Directed the reconstruction of The Bronc, turning the station's studios into a state-of-the-art learning environment and first-class broadcast facility.

March 2004 - December 2006

Philadelphia, PA

PROGRAM DIRECTOR, ASSISTANT PROGRAM DIRECTOR, AND  
SPORTSCASTER

ESPN 920 WPHY-AM

- Created a successful strategic communication plan to develop, market and brand a start-up sports talk radio station, ESPN 920, as a successful and viable broadcast alternative to 610 WIP-AM in the Philadelphia metropolitan area.
- Annually increased WPHY-AM's Arbitron ratings through the development and implementation of progressive programming, innovative marketing techniques and unique station promotions.
- Formulated strong, professional media relationships and developed unprecedented joint business ventures with many of Philadelphia's top newspaper organizations, cable and broadcast TV outlets including, but not limited to, the Philadelphia Inquirer and Philadelphia Daily News, Calkins Media, Comcast SportsNet, and 6ABC.
- Expanded media relationships and advanced business partnerships with each of Philadelphia's four major professional sports teams and six Division I collegiate athletic programs as well as several professional minor league teams and their respective organizations.
- Developed, created and maintained ESPN 920's first and only website, [www.920espn.com](http://www.920espn.com).
- Collaborated with and promoted several, high profile Philadelphia athletes including the Philadelphia Phillies Jimmy Rollins, the Philadelphia 76ers Andre Iguodala and Michael Lewis of the Philadelphia Eagles.
- Hosted local sports talk program, "Philly Sports Live," weekdays 4:00 'til 7:00 p.m.

## REFERENCES

**BARRY JANES**

PROFESSOR

RIDER UNIVERSITY

609-306-7037

**DAVE HOFFEL**

EAST COAST REPRESENTATIVE

ALL ACCESS MUSIC GROUP

609-818-1480

**DAN HENRICKSON**

GENERAL MANAGER

WMGQ-FM/WCTC-AM

732.249.2600

## EDUCATION

TEMPLE UNIVERSITY

B.A. IN COMMUNICATIONS

MAGNA CUM LAUDE

1987

## ORGANIZATIONS

BOARD OF DIRECTORS

A.I.R. – Attitudes In Reverse

2012 - Present

BOARD OF DIRECTORS

NJ Broadcaster's Association

2009 - Present

CONVENTION COMMITTEE

NJ Broadcaster's Association

2001 - Present

## SKILLS

ALL MICROSOFT OFFICE PROGRAMS,  
ADOBE AUDITION, AUDIO VAULT,  
EAS SYSTEM, FINAL CUT, FINAL CUT  
PRO, GARAGE BAND, PODCASTING,  
PRO TOOLS, SCOTT STUDIOS, SIMIAN,  
WAVE CART

September 1992 - March 2004

Princeton, NJ

**CREATIVE DIRECTOR**

**NASSAU BROADCASTING COMPANY**

- Oversaw expansion of creative department for medium-size broadcast company.
- Supervised creative departments for each radio station located in Nassau Broadcasting Company's central cluster.
- Created, wrote and produced national, regional and local award winning commercials, promos and web material.
- Organized and managed several new traffic/continuity systems.
- Directed successful revenue generating marketing events.

**ADDITIONAL EXPERIENCE**

- Adjunct Professor, Dept. of Communications and Journalism, Rider University
- Freelance Writer, The Goffman Group
- Freelance Writer, Compact Disc World
- Freelance Writer, Furman Roth Advertising
- Emcee, Philadelphia Soul
- Emcee, Trenton Thunder
- Emcee, Trenton Titans/Devils

**AWARDS**

**NJ BROADCASTERS ASSOCIATION**

**Best Radio Commercial**  
2006, 2004, 2001, 1999, 1997, 1994

**NATIONAL ASSOCIATION OF  
RECORDING MERCHANTISERS**

**Best Local Radio**  
1998, 1996

**JASPER AWARDS**

**Silver Award**  
1998, 1996

**RADIO & PRODUCTION AWARDS**

**Second Place, Small Market**  
1997