

JEFFREY T. MASON

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SOME PLACES I'VE CALLED HOME:



IHEARTMEDIA (2018-PRESENT) VARIOUS

- ON AIR WEEKDAYS @ SIX NATIONAL FORMATS (IHEART 80S, BIG CLASSIC HITS, COOL OLDIES, REAL OLDIES, LITE ROCK, & SOFT ROCK)

K-HITS
104.3

CHICAGO'S GREATEST HITS
60s + 70s + 80s

WJMK / CHICAGO (2013-2017) CLASSIC HITS

- AFTERNOONS

94.5 KOOL FM

KOOL / PHOENIX (2009-2012) CLASSIC HITS

- ASSISTANT PROGRAM DIRECTOR
- MIDDAYS

98.7
WMZQ

WMZQ / WASHINGTON DC (2007-2009) COUNTRY

- ASSISTANT PROGRAM DIRECTOR
- MUSIC DIRECTOR
- AFTERNOONS

99.9
KISS
COUNTRY

92 *fm* **kiss**
All the hits One Station

WKIS / MIAMI (2004-2007) COUNTRY

- NIGHTS

the **eighties** channel
103.1 *wxxy*

BIG CITY RADIO / CHICAGO (1998-2003) VARIOUS

- HIRED FOR NIGHTS AT CHR **92 KISS-FM**
- PROMOTED TO APD/MD/NIGHTS AT NEW 80'S SIGN-ON **WXXY**
- CROSSED BACK FOR MORNINGS AT DANCE **ENERGY 92-7 & 5**

energy 92.5

SOME OF MY PROUDEST MOMENTS:

- BUILDING, IMAGING, SIGNING ON, AND PROGRAMMING AMERICA'S FIRST TRUE "80'S CHANNEL" IN CHICAGO IN 1999. **WXXY** BROADCASTED WITH 2 SUBURBAN 6KW SIGNALS, YET CONSISTENTLY ACHIEVED TOP 10 RATINGS (18-34P) AGAINST THE FULL SIGNALS!
- BRINGING THE LEGENDARY **KOOL/PHOENIX** BACK TO #1 FOR THE FIRST TIME IN 6 YEARS. WHEN I ARRIVED, WE WERE IN 13TH PLACE. WITHIN A YEAR, WE WERE #1 (6+). IN 2011, **KOOL** BECAME THE FIRST CBS CLASSIC HITS STATION EVER TO HAVE THREE CONSECUTIVE #1 BOOKS AND THREE #1 QUARTERS IN A YEAR. MY MIDDAY SHIFT WAS ALSO #1 FOR THREE QUARTERS OF 2011.
- FLIPPING THE FORMAT OF LONGTIME AC **WIMX/HARRISBURG** TO CHR IN 1994. WITHIN 2 BOOKS, OUR 6KW SIGNAL DOUBLED IN SHARE (12+) AND MORE THAN TRIPLED (18-34P), COSTING HERITAGE 50KW CHR **WNNK** A MAJOR HIT AND FALL FROM #1.
- RAISING MIDDAY RATINGS AT **WJMK/CHICAGO** UP TO 1ST PLACE FOR THE FIRST TIME IN **K-HITS** HISTORY (6+, 25-54P, 25-54M, 18-49M, 18-34M) IN 2015.
- BRINGING EVENING SHARE UP 118% TO A RECORD HIGH AT **WKIS/MIAMI** WITHIN ONE BOOK OF ARRIVAL, FROM 1.7 (21ST) TO 3.7 (7TH) 25-54P (SPRING 2005).

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SOME PEOPLE WHO RECOMMEND ME:



TIM POHLMAN (MARKET MANAGER - CBS RADIO/CHICAGO & PHOENIX)

"I HAVE BEEN JEFFREY'S MARKET MANAGER IN PHOENIX AND CHICAGO. JEFFREY IS "A" TALENT ON AND OFF THE AIR. HE IS A QUALITY PERSON WHOSE NAME WOULD CROSS MY DESK IN ONLY A POSITIVE WAY. HE'S A HARD WORKER, INCREDIBLY SALES FRIENDLY AND A TEAM PLAYER. HE HAS A REAL PASSION FOR MEDIA/RADIO AND FULLY ENGAGES AND UNDERSTANDS THE DIGITAL/SOCIAL SPACE. I HIGHLY RECOMMEND ADDING JEFFREY TO YOUR TEAM. I'D HIRE HIM AGAIN AND AGAIN IF GIVEN THE OPPORTUNITY."

RICK GILLETTE (PROGRAM DIRECTOR - KOOL/PHOENIX)

"I LOVED WORKING WITH JEFFREY! AS AN APD/MD, HE WAS PRECISE AND METICULOUS WITH LASER-FOCUSED ATTENTION TO DETAIL. AS A CREATIVE COLLABORATOR, HE WAS A WORTHY CO-CONSPIRATOR WITH AN OPEN MIND AND A CLEVER WIT. THE SYNERGY WAS EVIDENT IN OUR IMAGING AND OVERALL STATION PRESENTATION. ON AIR HE HAD EQUAL APLOMB AT COMMUNICATING CLEARLY AND CREATIVELY...WITH A PERSONALITY AND PERSPECTIVE THAT WAS RELEVANT, ENGAGING AND UNIQUE. HE CONNECTED. PERHAPS HIS GREATEST QUALITY WAS HIS "CUSTOMER SERVICE" MENTALITY. HE WAS ALWAYS LOOKING "OUT," NOT "IN." IT WAS NEVER ABOUT "HIM"...IT WAS ALWAYS "WHAT'S IN IT FOR THE LISTENER?"

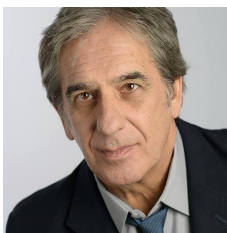
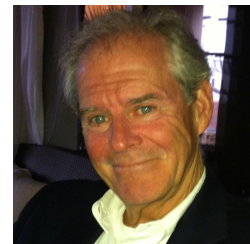


CHRIS SHEBEL (PROGRAM DIRECTOR - BIG CITY RADIO/CHICAGO)

"I WORKED WITH JEFFREY MULTIPLE TIMES IN CHICAGO AS PROGRAM DIRECTOR OF WKIE AND WXXY. HE STARTED DOING NIGHTS ON OUR CHR KISS-FM AND THEN BECAME APD/MD OF OUR ALL 80'S STATION, ONE OF THE FIRST IN THE U.S. LATER JEFFREY REJOINED THE COMPANY WHEN WE LAUNCHED ONE OF THE FIRST DANCE MUSIC STATIONS IN THE U.S. JEFFREY HAS A REMARKABLE ABILITY TO ADAPT TO MULTIPLE FORMATS AND HAS BEEN BOTH TALENT AND MANAGER. HE DOES THIS WITH EXTREME PASSION AND A PERSONAL DRIVE FOR EXCEPTIONAL PERFORMANCE. I HIGHLY RECOMMEND JEFFREY. AFTER ALL....I HIRED HIM MORE THAN ONCE!"

RICH MARSTON (VP/GENERAL MANAGER - BIG CITY RADIO/CHICAGO)

"I HAD THE GOOD OPPORTUNITY TO HAVE JEFFREY WORKING FOR ME AT BIG CITY RADIO, CHICAGO. AS THE VP/GM OF THOSE STATIONS, IT WAS A JOY TO WATCH AND LISTEN TO JEFFREY. HIS WORK ETHIC AND PROFESSIONALISM BOTH OFF AND ON THE AIR WAS EXEMPLARY. JEFFREY CONTINUED TO GARNER US VERY GOOD RATINGS ON A CONSISTENT BASIS. HOWEVER, HIS WORK DID NOT END THERE. WE HAD MANY OUTSIDE PR AND PROMOTIONAL EVENTS THAT JEFFREY WOULD ATTEND AND DID A FANTASTIC JOB OF PROMOTING AND SELLING OUR BRAND. I HIGHLY RECOMMEND JEFFREY IF YOU ARE LOOKING FOR A WELL-ROUNDED AND COMMITTED ON-AIR TALENT."



GLENN KALINA (PROGRAM DIRECTOR - WIOQ/PHILADELPHIA)

"JEFFREY T. DID AN EXCELLENT JOB FOR US AT Q102! QUITE THE ENTERTAINER, HE TOTALLY UNDERSTOOD THE LISTENER AND MARKET AND GAVE IT HIS BEST EVERY DAY! HE WAS ALSO A LOT OF FUN TO HANG WITH DURING EVENTS, PROMOTIONS ETC. GREAT PRODUCTION SKILLS BOTH ON AND OFF AIR, A COMPLETE ASSET TO Q102 DURING HIS TIME WITH US!"

KRIS ABRAMS (PROGRAM DIRECTOR - KOOL/PHOENIX)

"THERE ARE FEW WHO CAN SHAKE IT ON THE RADIO LIKE JEFFREY T. HE HAS A GIFT, ONE YOU CAN'T TEACH, AND ONE THAT IS ALL TOO HARD TO FIND ANYMORE. I HAVE HIRED HIM TWICE. AND WOULD DO IT AGAIN TOMORROW."

