

Rhett Butler

Program Director | Syndication Director | Producer | Personality

14 years On-Air, Programming, Marketing, and Production Experience
Format Development, Station Automation, and Traffic Log Integration
Weekly Production of 2 Internationally Syndicated Radio Shows

Program Director

01/2020 -

KRIR db RetroRock Radio Network - Santa Clara, CA

Maintaining media relations || Executing station promotions
Executive Producer of two Internationally Syndicated Radio Shows,
"[RetroRock Rewind](#)" and "[The Grunge Garage](#)"

Developed Modular Production System allowing for easily repeatable, reliable, and documented production steps for multiple locations / individuals to contribute to weekly shows creation.

Program Director/PM Drive

08/1991 - 05/1994

KPAC 89.7 fm | 530 am —Stockton, CA

Founder of the Campus radio station
Developed the format based on campus polling
Created and marketed station sales packages

Z-Rock Intern

05/1992 - 08/1992

Z-Rock - ABC Satellite Music Network - Dallas, TX

Also an intern on..."The Heat" (CHR), and "Star Stations" (AC).
Designed "New" Alternative Rock Format using Selector SW.

AM Drive Air Talent

06/1991 - 05/1992

KRQC 103.9 fm "K-Rock" - Monterey, CA

Regular Production load
Occasional station promotions

Fill-in PT Air Talent / "The Van Man"

9/1987 - 07/1989

KTXQ 102.1 fm "Texas' BEST Rock" - Dallas, TX

Cover regular part-timers on vacation
"The Man in the Van" promotions group on remotes and events

Overnight Air Talent

05/1985 - 02/1987

KRIX 95.5 fm "The Rock N Roll Airforce" - Brownsville, TX

Overnight Air Talent
Regular production load (Write & Record).
Show MC for the station

Overnight Air Talent

08/1982 - 05/1985

WYNU 92.3 fm "The NU 92 FM" - Jackson, TN

Overnight Air Talent || Regular production load (Write & Record).

[Silicon Valley Hi Tech Career \(1994—2020\) Resume](#)

ALSO Available by Request

Portfolio:

retrorockradio.com/talent

Linked-In:

[linkedin.com/in/rhettbutler](https://www.linkedin.com/in/rhettbutler)

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Email: rhett@retrorockradio.com

EDUCATION

University of The Pacific - Stockton, CA
Cum Laude Graduate

Bachelor of Arts: Communications

Minor in Computer Science

Ralph Guild Broadcasting Scholarship
Recipient (3 years)

Founder—KPAC

Campus Radio & TV Stations

SKILLS

Broadcast & Production Software:

NextKast | RadioDJ | PlayOut One VT Pro | NCH Production Suite | SONY Sound forge | Audio Tonic | Selector | MusicScan | Power Gold | Virtual DJ | AnyDesk | Rocket Broadcast PRO | BuTT

Web Development Software:

WPBakery | Elementor | "On-Air 2" WordPress theme | Jetpack | Google Drive | Dropbox | Feedzy | WP Social Ninja

Business Software:

Teleconference: Webex | Lync Office | GoToMeeting | Zoom

LMS Administration: Litmos | Success Factors | Blue Sky eLearn