

# MICHAEL SERIO

(This is a web-safe version. For my full resume and references, contact: [mlserio@gmail.com](mailto:mlserio@gmail.com))

## Overview

A highly-motivated radio broadcasting professional with a twenty-five year record of producing long and short form programming and radio commercials.

## Recent Job History

**WFUS FM Tampa, Florida** 2005  
Assistant Program Director / Morning Show Producer

**WQYK FM Tampa, Florida** 1988-2005  
Production Director 1999-2005  
Morning Show Producer 1996-1999 (CMA Winner - 1996)  
Network Coordinator: Tampa Bay Buccaneers Radio 1991-2003  
Part-Time Air Talent 1988-1993

**WQYK AM Tampa Florida** 1988-2005  
Production Director 1999-2005  
Program Coordinator 1993- 1999  
Implemented format change from "Real Country" to Live Local /Syndicated Talk  
Developed and produced live local revenue generating weekend programming

**WFLA AM Tampa, Florida** 1988-1990  
Producer – Gardner & Company, The Bob Lassiter Show  
Senior Producer - trained, scheduled and supervised board operator staff

## Other Broadcasting Experience

<b>WPLP AM</b>	St. Petersburg, Florida	Producer/Traffic Reporter	1984-1988
<b>WDAE AM</b>	Tampa, Florida	Weekend Air Talent	1985-1987
<b>WWBA FM</b>	St. Petersburg, Florida	Production Assistant	1984-1987
<b>WFNN AM</b>	Clearwater, Florida	Operations Manager	1982-1984
<b>WKXY AM</b>	Sarasota, Florida	Mid-Day Air Talent	1982
<b>WCKX FM</b>	Clearwater, Florida	Promotions / Air Talent	1981-1982
<b>WWBA FM</b>	St. Petersburg, Florida	Control Room Operator	1980-1981

## Computer Skills

Audio Production: Pro-Tools, Cool-Edit, Adobe Audition  
Broadcast Automation: Nex-Gen Prophet, BE AudioVault  
Web Development:: DreamWeaver, MS Front Page

## Production Clients

WTSP TV - JL Ritter Productions (Rise-Up) - Hooters Restaurants  
Provident Advertising - Ferman Chevrolet - Buy Owner Realty

## Outside Activities

Pinellas County Sheriff's Office - Community Policing Institute 2005  
Volunteer at Safety Harbor Elementary School – [www.planetshes.com](http://www.planetshes.com)

## References

Available immediately upon request

*"...Michael, you're my friend, you're a great producer, I love the work you've done and I hope the listeners do too."*

Tom Rivers  
VP/General Manager  
99.5 WQYK Radio

*"...Neil Rogers taught me what to say, David Fowler taught me how to say it, and Michael Serio was there to tell me if I was doing it right."*

Bob Lassiter  
Talk Show Host  
Newsradio 970 WFLA

*"...one of the most talented guys in this business, and I mean that... be contributed so much more to what success I had, more than the audience ever could ever realize."*

David Fowler  
Talk Show Host  
News Talk 57 WPLP

*"...He is without question the best board operator I have ever worked with. His broad knowledge of the market is also extremely helpful."*

Sue Treccase  
Operations Manager  
Newsradio 970 WFLA