



Contact Information: rich@wlni.com

Job Description

James River Media LLC and WLNI- FM Radio is offering a great opportunity to join our team as producer of our afternoon drive time talk show "The Sportsline" with Rich Roth and Dennis Carter. Our ideal candidate should possess an extremely good work ethic, be a self-starter, and be highly organized with the ability to work in a fast-paced environment.

Who We Are

WLNI is the top talk station in Lynchburg, Virginia and recently has come under local ownership by James River Media LLC, which has emphasized hyper local content and programming as well as involvement in the community. WLNI now offers 25 hours of live, local programming on weekdays, and an additional 9+ hours of local programming and content on weekends. We strive to hire passionate, driven, resourceful, problem solvers who are committed to providing quality content to our local audience.

Key Responsibilities

- Live management and production of the show's daily content, sound and presentation
- Creation and updating of all 'in show' and 'out of show' imaging, produced teases/promos and production elements
- Managing the show's daily digital content with regards to relevance, creativity and tune-in messaging, 7 days a week, on our website, texting and social media platforms
- Manage and grow the show's brand through video and podcasting
- Actively participate in the development of daily content by developing & researching topics for discussion; conceptualize, write and produce appropriate segments
- Book and pre-interview guests
- Organize and document daily pre show, post-show and afternoon planning meetings
- Attend meetings to ensure content, tactical plans and image are consistent with overall strategy
- Create and maximize revenue opportunities

- Being present when the show is on the air and on location
- Coordinate logistics for remote and special broadcasts
- Manage the archiving of audio, show content and digital content
- Obtain permissions or licenses for recording or broadcasting on location, and for the use of music, sound effects and audio archive material
- Monitor listener emails, inquiries and responses related to shows
- Develop and Maintain Contacts with guests and potential guests or sponsors
- Create Show Features and Bits
- Direct hosts on mechanics and fundamentals (including resets, tags, and promotional mentions)
 - Play by Play skills and ability to produce local sports and other broadcasts
 - Ability to be on air in a producer role, and occasionally sit in as a guest host of the program
 - Screen Telephone Calls for “The Sportsline”
 - Research background material for the show and provide detailed rundown for hosts prior to show
 - Knowledge and ability to run audio board and equipment, as well as use editing, traffic, and programming software
 - Hire, train, and manage interns and support staff
 - Write, report, and read on air newscasts

Job Requirements/Qualifications

- Experience developing topics for talk show
- Working knowledge of sports, pop culture, and lifestyle topics
- Experience in guest-booking
- Audio search and editing skills
- Strong knowledge of all major sports, the ACC and Virginia teams, their personalities and media that cover them
- Social Media Savvy
- Ability to react immediately in Breaking News situations
- 2 years’ experience as a Radio Producer and/or Assistant in a smaller market or college station preferred
- Bachelor's Degree in Communications, Radio or Media Production, or related field is preferred
- Strong social, video and digital experience
- Ability to plan and organize, set priorities, multi-task and the discipline to focus and meet tight deadlines
- Excellent verbal and written communication skills with on-air staff, departments and clients
- Creative and strategic problem solver
- Ability to work independently and in a team environment

What We Offer

- Competitive pay
- Professional growth and career path
- Focused, responsible and collaborative work environment with the ability, to ask “what if” and try innovative solutions
- Retirement Plan
- Paid Vacation & Holidays

For immediate consideration or for more information please visit our website at: WLNI.com

James River media is proud to be an Equal Opportunity Employer (EOE).