

MATTHEW ABRAMOVITZ

VP PROGRAMMING / WQXR

CONTACT

Matt Abramovitz
27 Windsor Place
Brooklyn, NY 11215
T: (917) 771-1881
E: msabramovitz@gmail.com

EDUCATION

1999
MA, HISTORY
Cornell University

1994
BA, HISTORY
Wesleyan University

EXPERIENCE

2017 - Present

NEW YORK PUBLIC RADIO

Vice President of Programming, WQXR

Interim General Manager, WQXR (2018)

Lead programming team for one of the country's largest public radio stations and leading classical station. Set out vision and strategy for radio and events, accountable for audience numbers, membership and sponsorship revenue. Develop new partnerships and revenue opportunities with arts and other content partners.

- Lead team of more than 12 announcers, programmers, producers and freelancers; oversee \$1.5M budget.
- During year as Interim General Manger, also oversaw all digital content and social media, growing web traffic and following across all platforms by 8%.
- Launched opera podcast "Aria Code" in partnership with the Metropolitan Opera, hosted by Rhiannon Giddens and garnering praise in The New Yorker and the New York Times.
- Inaugurated kids' fair for young music fans in partnership with the Brooklyn Children's Museum.
- During year as Interim General Manger, supported cultural transformation work at New York Public Radio.

2009 - 2017

NEW YORK PUBLIC RADIO

Program Director, WQXR

Music Operations Manager, WQXR (2009)

Develop and execute programming strategy for the country's leading classical radio station.

- Responsible for the sound of all on-air elements, including music, hosts and imaging, as well as maintaining smooth, day-to-day operations.
- Serve as executive producer for many of the station's regular series, specialty programs and other audio productions.
- Monitor ratings and other data to track station's performance and make informed programming decisions.
- Collaborate closely with Membership department for on-air pledge drives and other fundraising efforts.
- As Music Operations Manager (2009-2010) was a key player in initial build-out of WQXR as a noncommercial station under WNYC's new ownership.

2001-2008

SIRIUS XM SATELLITE RADIO

Format Manager

Contributed to successful launch and growth of Sirius Satellite Radio as member of original music programming team. Developed content strategy and created programming for three music stations, with an emphasis on maximizing channel usage and loyalty.

- Responsible for day-to-day operations, programming and production on a range of music formats including jazz, blues, vintage swing, soft rock and an all-Bruce Springsteen format.
- Produced regular and specialty programs with high-profile personalities in multiple genres.
- Created unique elements for channel web sites and maintained all online copy.
- Recruited, trained and managed on-air talent and helped develop delivery style and content.
- Planned and executed promotional efforts to increase channel awareness, listenership and user satisfaction, working in concert with marketing and web teams.
- Maintained industry contacts, nurtured relationships with record labels, artists and management.