

MICHELLE LEE BAYUS

Award-Winning On-Air Personality | Media Producer | Music Industry Consultant
Blacklick, OH 43004 | (615) 556-4642 | michelleleeonair@gmail.com

PROFESSIONAL SUMMARY

Multi-Broadcaster of the Year with over 30 years of excellence in radio broadcasting, artist representation, and media production. As the founder of **Michelle Lee On Air**, I bridge the gap between world-class artists, festival promoters, and a global listener base. Expert in driving ticket sales and listener loyalty through high-impact interviews, syndicated programming, and professional event emceeing. Proven ability to elevate brand visibility for music festivals and radio affiliates through multi-platform storytelling and deep-rooted industry relationships.

CORE COMPETENCIES

- **Media:** Live Broadcast, Radio Syndication, Digital Audio Production, Voice-Overs.
- **Business:** Artist Management/Representation, Radio Consulting, Promotions & Sales.
- **Digital:** Website Management, Social Media Strategy, Interactive Listener Engagement.
- **Public Presence:** Professional Emcee, Artist Interviews, Interviews with Event Promoters.

KEY ACHIEVEMENTS

- **Broadcaster of the Year:** International Bluegrass Music Association - 2019.
- **Broadcaster of the Year:** SPBGMA (Society for the Preservation of Bluegrass Music of America) - 2022.
- **Top 5 Finalist:** IBMA and SPBGMA Broadcaster of the Year - multiple years since 2017.
- **Civic Recognition:** Proclaimed "Michelle Lee Day" by Lorain County Commissioners | October 9, 2019
- **Industry Leadership:** IBMA Leadership Bluegrass | March 2020

PROFESSIONAL EXPERIENCE

Michelle Lee On Air (Digital Streaming Station) | Founder / Personality | 2023 – Present
Smoked Country Jam / Bluegrass Borderline Radio Show | Creator / Producer / Host | 1995 – Present

- Architected a digital broadcasting platform that serves as a primary marketing vehicle for independent and mainstream Country and Bluegrass artists.
- Consults with festival organizers to design promotional "roadmaps," resulting in increased year-over-year attendance through targeted radio spots and social media takeovers.

N2N Entertainment | Founder / Artist Representation & Radio Consulting | 2000 – Present

- Acts as a vital link between artists and radio programmers, ensuring high-quality Bluegrass and Country music reaches the right markets.
- Mentors rising talent on "Radio Readiness," helping them navigate the complexities of airplay and media tours.

WOBL 1320AM / 107.7FM & WDLW 1380AM / 98.9FM | *On-Air Personality / Promotions* | 1995 - 2026

- Served as a versatile lead personality and producer, handling everything from commercial voice-overs, website, social media platforms to show production.
- Coordinates station promotions and manages digital web presence to maximize community reach and ad sales.

EDUCATION & TRAINING

- **Ohio Center for Broadcasting** | Broadcast Media Program
- **Barbizon Modeling School** | Professional Presentation & Personal Branding

EARLY CAREER & INTERNSHIPS

- **Rock and Roll Hall of Fame and Museum:** On-Air Personality Intern.
- **WQMX 94.9FM:** Promotions Intern.
- **WFTZ 101.5FM:** Morning Show Personality / News Anchor.
- **WKFM 96.1FM:** Morning Show Personality