

ANITA BONITA

<https://www.linkedin.com/in/anitabonita/>

Summary: Experience in all facets of broadcasting — including programming, production, promotion, and publicity. Remote news anchor; commercials, narration, imaging, and other voice projects. Skills: talent booking, interviewing, morning show programming, music direction, copywriting, graphic design, communications, staff management.

Selected Experience:

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| 4/99–8/04
6/05–4/17 | RCS, Inc. / Media Monitors, LLC
White Plains, New York
Manager of music data for airplay identification system. Previously maintained RCS music library and involved in all music-related activities. Assisted in development of marketing and advertising. | Music Manager [7/01–8/04, 6/05–4/17],
Selector Support Specialist [4/99–7/01] |
| 12/08–3/09 | Sirius XM Satellite Radio, New York City
News editor and reporter for Sirius XM Emergency Channel, overseeing breaking news. | News Editor |
| 1/06–9/08 | WJRZ-FM, Monmouth-Ocean
Morning Show co-host and news director for Greater Media Oldies/Classic Hits outlet. | Air Talent/News Director |
| 7/00– | Buzznet Media, New York City
Daily operations of consultancy for broadcast and other media. Daily programming and music scheduling for classic soul Internet station Rhythm & Gold. Imaging for all genres. | Operations Manager |
| 12/00–2/01 | KABL (AM 960), San Francisco
Transitioned station from Soft A/C back to Standards. 1.7 to 2.4, 12+, in first Book. | Interim Music Director |
| 11/97–7/00 | WYNY (Y-107), New York
Imaging/production for NYC's country station. Assisted music department with library. | Imaging/Production/Music |
| 7/93–2/98 | SJS/ProMedia Radio Networks, Inc.
New York City
Creative Services for international syndicator. News, feature, and comedy writing for all genres. Marketing, advertising, publicity, and media relations. Supervision of creative staff; overseeing mainstream production. Development and execution of new services. | Director of Creative Services [1/96–9/97],
Staff Writer, Art Director/Ad Designer |
| 2/90–10/93 | WWOR-TV / CBS Sports, New York City
Reporting and research for Mets and Major League Baseball broadcasts. | Research Associate, CBS Stage Manager |
| 4/87–9/88 | WNEW-AM 1130
New York City
Programming, operations, and promotions; creation of specials, and research, interviewing, and writing; airstaff supervision; compiled weekly contemporary jazz playlist and served as liaison with labels, trades, and the media; publicity and public relations; production and fill-in airshifts. | Assistant PD/Jazz Music Director,
Morning Show Producer [4–7/87] |
| 7/83–4/87 | WHTZ-FM [Z-100], New York City
Show prep, production (8-track), and operations for USA's top-ranked radio morning show; coordination of contests, promotions, and publicity; commercial copy, promo, comedy, and newswriting; extensive research; maintenance of oldies library and station archives. Also served as Program Coordinator/Chart Manager for the syndicated ROCKIN' AMERICA TOP 30 COUNTDOWN. | Line Producer, Z-Morning Zoo |
| 2/79–11/82 | Young & Rubicam Inc., New York City
Clients included New York Telephone, National Urban League, TIME Inc., Lincoln-Mercury. | Assistant Producer, Music/Radio |

Education:

- 8/75–5/78** **State University of New York at Albany** (BA cum laude in Linguistics, minor in Music)

Certifications and Affiliations:

WHO'S WHO IN THE MEDIA AND COMMUNICATIONS, 1998–1999 (premiere edition)
Member of SAG-AFTRA and the National Association for Female Executives