

ANITA BONITA

www.linkedin.com/in/anitabonita ♦ <http://www.anitabonita.net>

Summary: Experience in all facets of broadcasting and copywriting — including news and feature writing, programming, production, promotion, and publicity. Remote news anchor; commercials, narration, imaging, and other voice projects. Skills: on-air, social media, audio editing, show prep for all formats, booking, interviewing, morning show programming, music direction, copywriting and editing, graphic design, basic HTML, communications, staff management.

Selected Experience:

- 7/00–** **Buzznet Media / Anita Bonita Creative Services** **Operations Manager/Creative Director**
Daily operations of consultancy for broadcast and other media. Programming and music scheduling for classic soul Internet station Rhythm & Gold. Creative services for print and broadcast, including branding and marketing, résumé reboots, logo creation, website design, commercial copy, writing and editing, audio production, and voiceovers.
- 4/99–8/04** **RCS, Inc. / Media Monitors, LLC** **Music Manager [7/01–8/04, 6/05–4/17],**
6/05–4/17 **White Plains, New York** **Technical Support Specialist [4/99–7/01]**
Product manager of music data for airplay identification system. Managed staff of 25. Maintained RCS music library; involved in all music-related activities. Assisted with marketing and advertising.
- 12/08–3/09** **Sirius XM Satellite Radio, New York City** **News Editor**
News editor and reporter for Sirius XM Emergency Channel, overseeing breaking news.
- 1/06–9/08** **WJRZ-FM, Monmouth-Ocean** **Air Talent/News Director**
Morning Show co-host, producer, and news director for Greater Media Oldies/Classic Hits outlet. 4.2, 12+, Monmouth-Ocean; 7.2, 12+, Ocean only.
- 12/00–2/01** **KABL (AM 960), San Francisco** **Interim Music Director**
Transitioned station from Soft A/C back to Standards. 1.7 to 2.4, 12+, in first Book.
- 7/93–2/98** **SJS/ProMedia Radio Networks, Inc.** **Executive Producer [1/96–9/97],**
New York City **Staff Writer, Art Director/Ad Designer**
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.
- 2/90–10/93** **WWOR-TV / CBS Sports, New York City** **Reporter/Researcher, CBS Stage Manager**
Reporting and research for Mets and Major League Baseball broadcasts.
- 4/87–9/88** **WNEW-AM 1130** **Assistant PD/Jazz Music Director,**
New York City **Morning Show Producer [4–7/87]**
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.
- 7/83–4/87** **WHTZ-FM [Z-100], New York City** **Line Producer, Z-Morning Zoo**
Show prep, production, 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.
- 2/79–11/82** **Young & Rubicam Inc., New York City** **Assistant Producer, Music/Radio**
Casting and production of radio commercials and music for television spots. Clients included New York Telephone, National Urban League, TIME Inc., Lincoln-Mercury.

Education:

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

Certifications and Affiliations:

MARQUIS WHO'S WHO IN THE WORLD, 2018–2019
WHO'S WHO IN THE MEDIA AND COMMUNICATIONS, 1998–1999 (premiere edition)
Member of SAG-AFTRA and the National Association for Female Executives
Restricted Radiotelephone Operator Permit with broadcast endorsement, issued 5/76