

# AMERICAN WOMEN IN RADIO & TELEVISION

## NEW YORK CITY CHAPTER



Fall 2008 Newsletter

[www.awrtnyc.org](http://www.awrtnyc.org)



### UPCOMING LOCAL EVENTS:

**DATE: NOVEMBER 20, 2008**

“WOMEN INSIDE THE CAMPAIGN  
TRAIL:  
A POST-ELECTION CONVERSATION”

Featuring:

Janelle Rodriguez of CNN

Kate Snow of ABC News

and

Betsy Morgan of

The Huffington Post

at

Hard Rock Cafe - Times Square

Starting at Noon

**DATE: JANUARY 2009**

“Protecting Oneself in a Transitional  
Economy”

Brown Bag Luncheon

**DATE: MARCH 2009**

Silent Auction Benefiting the Tanzer  
Scholarship

Evening Event

For more information call 212-481-3038

or email [info@awrtnyc.org](mailto:info@awrtnyc.org)

### A LETTER FROM OUR PRESIDENT...

Hello everyone!

This had been a great Fall - programming wise! Our Kickoff with Rosanna Scotto was insightful and great fun! Thank you all who attended for coming!

The workshop with Jim Arnoff was amazing highlighted below. Kimberly Butler, our new official photographer, attended Jim's workshop and offered FREE headshots to all who attended. ([kimberlybutler.com](http://kimberlybutler.com))

We have all felt the effects of the economic roller coaster we find ourselves in. During our Programming Committee Meeting and the last Board Meeting, we talked about ways to help our members out in this tough economy. To that point, we dropped the price of the November 20th luncheon at the Hard Rock down from \$75 to \$65 for members.

Our January luncheon topic is “Protecting Oneself in a Transitional Economy”. Dan Relton, S.V.P. Human Resources, Grey Healthcare will be a panelist as well as experts in career counseling and negotiating with your employer. We plan to keep the cost of this lunch down to less than \$20 to enable more members come.

In light of the economy, we want to help our Audrey Tanzer Scholarship winner by holding a silent auction in March. Some of the items we are looking for are dinners and or lunches with TV and Radio personalities. Also - dinners and hotel accommodations, gift certificates to Spas, Hair Salons and consultations with Plastic Surgeons (we all need to look our best for that next job!). Jewelry or Big Screen TVs are always big ticket items! Please look in those “goodie” closets and dig out whatever you can find! Let me know what you can contribute by emailing me at [dmifarley@gmail.com](mailto:dmifarley@gmail.com)! Thank you.

During this tough time, I hope all of you will keep in touch with your AWRT NYC Chapter as we post job openings on [awrtnyc.com](http://awrtnyc.com). Please let us know if your company has an opening! And if you're looking, please check out the website!

Best to all-

*Dianne*

**Become our friend on Facebook.com!!**

# AMERICAN WOMEN IN RADIO & TELEVISION

## NEW YORK CITY CHAPTER



Fall 2008 Newsletter

[www.awrtnyc.org](http://www.awrtnyc.org)



### AWRT NYC Chapter Notes to Members:

- Does your company have an open position? Send us your job posting and we will put it up on our website.
- Would you like to participate in our Tanzer Scholarship Silent Auction? Email us at : [info@awrtnyc.org](mailto:info@awrtnyc.org) for more information.
- Do you know a college student that would benefit from a wonderful shadowing opportunity and a cash prize?

### ACHIEVING YOUR GREATEST POTENTIAL...

BY ANN O'BRIEN

“Reinventing, Networking and Pitching Yourself: Taking Control of Your Career” Lead by Jim Arnoff Certified Life/Career Coach

“Achieving your greatest potential”; that is what coaching is all about. Jim Arnoff not only provided tools for AWRT members who have hit a perceived roadblock, but inspired many who have comfortably settled in to their careers. The session was an introduction to coaching, which included three live “case studies” when participants shared the challenge they face in their current situation and Jim provided on the spot coaching for the individuals and coaching instruction for the group.

AWRT members also provided feedback and perspective to the participants. The conversation centered on addressing the challenges and many members shared tips and practical suggestions. The formal discussions was followed by informal discussion and networking with members.

Coaching provides the structure to set up goals and become accountable for them. Among the key take-aways, coaching provides the opportunity to explore options, in career coaching; the ideal is to identify where passions meet strengths and to identify a path to a rewarding career.

Coaching is solution focused, designed to provide feedback and hold the “client” accountable for progress toward those goals. Coaching also explores the barriers or “challenges” faced in achieving goals. For more information on coaching check out Jim’s web site at [www.arnoffc.com](http://www.arnoffc.com).

*“The past, the present and the future are really one — they are today.”*

*~Harriet Beecher Stowe*

# AMERICAN WOMEN IN RADIO & TELEVISION NEW YORK CITY CHAPTER



Fall 2008 Newsletter

[www.awrtnyc.org](http://www.awrtnyc.org)



## THANK YOU TO OUR SPONSORS

ABC, INC.

ARBITRON, INC.

ASCAP

CBS

D&A SALES

KIMBERLY BUTLER  
PHOTOGRAPHY

NBC/UNIVERSAL

THE NIELSEN COMPANY

TELEBRANDS CORPORATION

WEBNET HOSTING INC.

## AWRT NEW YORK CHAPTER FEATURED MEMBER

### SONJA GRACY

Author, writer and media enthusiast Sonja Dannette Gracy has been involved with communications media, primarily radio and scriptwriting, for over a decade. The Temple University graduate began her broadcast vcareer as an AM disc jockey at WURD 900 in Philadelphia before landing jobs as a news writer and producer for WNAP radio in Norristown, PA and as a stringer for the Philadelphia Tribune and Amsterdam News newspapers.



Sonja's worked as both a production assistant and publicist for well-known media people and broadcast entities like Oscar-winning filmmakers Jonathan Demme and Ed Saxon, renowned motivational speakers and best-selling authors Les Brown and Terrie Williams and worked several years at heritage station WOR AM as both the WOR Radio Network's Network Coordinator and weekend news assistant where she wrote and produced her own "Rock the Poll" election series stories during the 2004 presidential election.

Sonja published her first book, "YAM Mail: Delightfully Encouraging E-Mails from Members of a Young Adult Ministry" as a young adult ministry leader at the "Times Square Church" founded by "The Cross and the Switchblade" author Pastor David Wilkerson in 2004. She's currently drafting her second book, "God and Me" while working as a National and Local Sales Assistant at leading Inner City Broadcasting Corp owned legacy stations WLIB AM and WBLS FM.

**HAPPY HOLIDAYS TO YOU AND YOURS!**

**SEE YOU ON NOVEMBER 20, 2008 FOR OUR NEXT AWARD WINNING LUNCHEON!**