

American Women

Promoting Progress



Creating Change

In Radio & Television

Southern California Chapter

*American Women  
In Radio & Television,  
Southern California Chapter  
Presents...*

# *The 53<sup>RD</sup> Annual Genii Awards*

*Saluting the Notable Achievements of  
Excellence by Individuals in  
the Southern California Broadcasting  
Industry*

*April 14<sup>th</sup> 2010*

*5:30pm*

*The Skirball Cultural Center*

*2701 N. Sepulveda Blvd.*

*Los Angeles, CA 90049*



*Promoting Progress Creating Change*

## 2010 Genii Award Honorees

*This year's winners include*

### **Lifetime Achievement Award in**

**Acting**

*Betty White*

### **Excellence in Television: On Air**

*Mary Hart*

*Entertainment Tonight*

### **Excellence in Documentary**

*Alana Stewart*

*Producer, "Farrah's Story"*

### **Excellence in Radio: On Air**

*Lisa Foxx*

*Clear Channel Radio*

*104.3 MYfm Los Angeles, Star 101.3*

*San Francisco, & Star 94.1-San Diego*

### **Excellence in Radio:**

**Management**

*Rosemary Hernandez*

*General Sales Manager*

*CBSNewsRadioLA*

*KNX1070 NEWSRADIO and KFWB*

*NEWS TALK 980*

### **Excellence in Sports Reporting**

*Lindsay Soto*

*Reporter*

*NFL Network's Total Access*

### **Excellence in Advertising**

*Karla Keller*

*Sr. Account Executive*

*Anheuser Busch*

### **Inspiration Award**

*Good News Foundation*

*Founder Wendy Burch, Reporter KTLA*

*Pat Harvey, Main Anchor KCAL*

*Christine Devine, Main Anchor KTTV Fox*

*Ana Garcia, Host, Good Day LA*

*Dorothy Lucey, Anchor/Investigative*

*Reporter KNBC*

### **Tracey Miller Merit Award**

*LaFern Cusack*

*Southern California Broadcasters*

*Association*

*710 ESPN & Radio Disney AM 1110*

*Past AWRIT SoCal President*

# *About the Genii Awards*

## **About American Women in Radio & Television, Southern California Chapter**

American Women in Radio & Television (AWRT), is the longest established professional association dedicated to advancing women in media and entertainment. AWRT is a National organization, with local chapters across the country. AWRT carries forth its mission by educating, advocating and acting as a resource to its members and the industry at large.

Founded in 1951, AWRT works to improve the quality of electronic media; promote the entry, development and advancement of women in the field; foster communication and idea exchange; and give back to the community we serve. For more information, visit [www.awrt.org](http://www.awrt.org).

The Southern California Chapter of AWRT is a non-profit membership organization for women and men who work in the electronic media and allied fields in Los Angeles, Orange, San Diego and Ventura counties. The Southern California Chapter of AWRT offers numerous local benefits to its members, including networking events, educational programs, community outreach, career counseling and occupational training. Founded in 1952, the first Chapter president was Jeanne Gray-McDonald, after whom the Chapter's prestigious Genii Award is named.

For more information about the American Women in Radio & Television Southern California Chapter, visit [www.awrtsocal.org](http://www.awrtsocal.org).

## **About The Genii Awards**

Since 1953, AWRT's Southern California Chapter has presented the highest honor AWRT SoCal bestows in the name of Chapter Founder, Jeanne Gray McDonald. This special honor celebrates the notable achievements of excellence executed by individuals in radio and television broadcasting. The recipients of this prestigious honor are being saluted for their significant contributions to the industry aligned with the mission of the organization to promote progress and create change within the electronic media.

Genii honorees are recognized for their pioneering efforts, dedicated leadership, commitment to quality and excellence, and their community contributions. Saluting the Notable Achievements of Excellence by Individuals in the Broadcasting Industry, the Genii Awards benefit AWRT SoCal's scholarship program, and educational programs. For more information on the Genii Awards [http://awrtsocal.org/awards\\_history.php](http://awrtsocal.org/awards_history.php)

## **Past Genii Award Recipients Include:**

Lucille Ball, Carol Burnett, Dr. Laura Schlessinger, Whoopie Goldberg, Doris Roberts, Leeza Gibbons, Fay Kanin and Anne Sweeney, to name a few.

The chapter's annual Genii Awards celebrates the contributions of esteemed colleagues, and helps to fund AWRT SoCal student scholarships. For a complete list of Genii Award winners and AWRT SoCal membership information, go to [http://awrtsocal.org/awards\\_recipients.php](http://awrtsocal.org/awards_recipients.php)

## **Benefactor- The Scholarship Program**

Your participation in the Genii Awards helps AWRT SoCal to provide honors beyond the Genii salute. Your support benefits tomorrow's leaders. Proceeds from the Genii's support AWRT SoCal's College Scholarship Fund and Professional Educational Programs.

By endorsing and supporting quality education, American Women in Radio and Television's Southern California Chapter (AWRT SoCal), wishes to guarantee the future quality of radio and television in Southern California. Toward that goal, AWRT SoCal has established a scholarship fund to aid in the higher education of promising students. This complements the AWRT mission: to advance the impact of women and men in the electronic media and allied fields by educating, advocating and acting as a resource to its members and the industry. For more information on the Scholarship program <http://awrtsocal.org/scholarships.php>

# Partnership Opportunity

Submit Ads By March 8, 2010:

**EMAIL COMPLETED ADS TO:**

**Nick Tarantino, ESPN Radio**

**800 W. Olympic Blvd, Ste A-200, Los Angeles, CA 90015**

**Tel: 619-459-6724**

[Nick.F.Tarantino@abc.com](mailto:Nick.F.Tarantino@abc.com)

(\*See ad specifications)

## EXCLUSIVE TITLE SPONSOR - \$25,000

- o Industry exclusivity as the Official Title Sponsor
  - o Special recognition on publicity materials
  - o Sponsor recognition on all media releases
- o Prominent 2-page ad placement in Genii Souvenir Program.
  - o 20 Tickets VIP seating (2 Tables)
- o Premium signage provided at event and on screen when applicable
  - o Logo on Step and Repeat Banner
- o "Mention Inclusion" in AWRT PSA "On Air" Campaign – Minimum of 12 Radio Stations in Los Angeles Area with over 100 spots
- o Company profile/article in *Making it Happen*, the AWRT SoCal Newsletter
  - o Opportunity to provide materials for Gift bags
  - o Right-of-First Refusal in subsequent years

## DIAMOND SPONSOR - \$15,000

- o Full-page ad in Genii Souvenir Program
  - o 10 Business Card ads
  - o 10 Tickets VIP seating (1 Table)
- o Special recognition on publicity materials
- o Sponsor recognition on all media releases
- o Prominent event signage and on screen recognition

## Gold Sponsor - \$10,000

- o Full-page ad in Genii Souvenir Program
  - o 5 Business Card ads
  - o 10 Tickets VIP seating (One Table)
- o Special recognition on publicity materials
- o Sponsor recognition on all media releases
- o Event signage and on screen recognition

## Silver Sponsor - \$5,000

- o Full-page ad in Genii Souvenir Program
  - o 10 Tickets VIP seating (One Table)
- o Special recognition on publicity materials
- o Sponsor recognition on all media releases
- o Event signage and on screen recognition

## BRONZE SPONSOR - \$3,000

- o ½ page ad in Genii Program
  - o 10 Tickets VIP seating (One Table)
- o Special recognition on publicity materials
- o Sponsor recognition on all media releases
- o Event signage and on screen recognition

## TABLE OF TEN & INDIVIDUAL TICKETS

- \_\_\_ \$150 **AWRT Members** Before March 15, 2010
  - \_\_\_ \$250 **Non-Member** Before March 15, 2010  
(Includes 1 yr membership to AWRT)
  - \_\_\_ \$60 **Students** Before March 15, 2010
  - \_\_\_ \$2000 **Table of Ten** Before March 15, 2010  
(Includes 5x individual 1 yr memberships to AWRT)
- (+\$50 PER TICKET AFTER MARCH 16, 2010 FOR ALL TICKETS)**

## GENII SOUVENIR PROGRAM ADS

- o 2 page ad \$3,500
- o 1 page ad - \$2,500
- o ½ page ad - \$1,500
- o Business Card -\$100.00



# *Genii Program Ad Specs*

**CMYK only**

**300dpi minimum**

**File Types: .pdf, .jpg, .eps only**

**•• ALL COMPLETE ADS DUE MARCH 8, 2010 ••  
NO LATE SUBMISSIONS WILL BE ACCEPTED**

**EMAIL COMPLETED ADS TO:**

**Nick Tarantino, ESPN Radio  
800 W. Olympic Blvd, Ste A-200  
Los Angeles, CA 90015  
Tel: 619-459-6724**

**[Nick.F.Tarantino@abc.com](mailto:Nick.F.Tarantino@abc.com)**

**SPECS**

**Full Page:**

Final Cut Size: 8.5" (width) x 11" (height)

Bleed: .125" all around

Full Size (w/bleed): 8.75" (width) x 11.25" (height)

**1/2 Page:**

Final Cut Size: 8.5" (width) x 5.5" (height)

Bleed: .125" all around

Full Size (w/bleed): 8.75" (width) x 5.75" (height)

**Spread:**

Final Cut Size: 22" (width) x 8.5" (height)

Bleed: .125" all around

Full Size (w/bleed): 22.25" (width) x 8.75" (height)

# Genii Partner Form

## RETURN FORM:

AWRT SoCal, P.O. Box 11043

Burbank, CA 91510

Charge By Phone: Poopak Mozaffari, Tel (323) 878-1266 Fax (310) 385-8451

### REGISTRATION

Name:

Title:

Company:

Address:

City:

State:

Zip:

Telephone:

Fax:

Email:

Assistant Name:

Phone:

Email:

### Event Sponsorship:

\_\_\_ \$25,000 Exclusive Title Sponsorship (exclusive to one)

\_\_\_ \$15,000 Leadership/Diamond Sponsorship

\_\_\_ \$10,000 Legacy/Gold Sponsorship

\_\_\_ \$5,000 Silver Sponsorship

\_\_\_ \$3,000 Bronze Sponsorship

### Table & Tickets:

\_\_\_ \$ 2,000 Table of Ten (includes 5x individual 1 yr memberships to AWRT)

\_\_\_ \$ 250 Non Members (includes 1 yr membership to AWRT)

\_\_\_ \$ 150 AWRT Members

\_\_\_ \$ 60.00 Students

**+\$50.00 Per ticket After March 16, 2010 For All Tickets and Tables)**

\_\_\_ I'm unable to participate but would like to make a contribution of \$ \_\_\_\_\_

### Ad Sponsorship: (Ad Deadline: **March 15, 2010** See Ad Details)

\_\_\_ \$3,500 2 Full-Page Ads

\_\_\_ \$2,500 One-Page Ad

\_\_\_ \$1,500 Half-Page Ad

\_\_\_ \$ 100 Business Card Ad (reduced to fit program)

### PAYMENT INFORMATION

\_\_\_ Enclosed please find a check in the amount of: \$ \_\_\_\_\_

\_\_\_ Bill my credit card: Select One: \_\_\_ VISA \_\_\_ MasterCard \_\_\_ Discovercard

Name on Card:

Card Number:

Expiration:

Security #:

Credit Card Billing Address

Signature:

The above signature is your acceptance of the sponsorship for the AWRT SoCal Genii Awards 2010

### CONTACT INFORMATION

For questions or additional information, please contact Bonnie Gallanter, Tel: 310-385-8401 or bonzzai@aol.com

# Donations

**Mail Gift Bag Items to: Laura Behrman  
C/O Radio Disney AM 1110  
3800 W. Alameda Ave, 17 th Floor MC 6107  
Burbank, CA 91505  
Direct: 818 569.3148 Fax: 818 973.4077**

**Mail Silent Auction Items to: Bonnie Gallanter  
Muse Artist Management, 8715 Burton Way, Ste 307  
Los Angeles, CA 90048  
Direct: 310-385-8401 Fax: 310-385-8451**

We can accept donations of products in exchange for recognition during the Genii Awards. The recognition would include a verbal thank you to all sponsors who donate products, a written thank you in the program, recognition in the AWRT SoCal newsletter and on the AWRT SoCal website. Depending on the value, we may also be able to recognize the sponsor in the final press release.

Donations can include Silent Auction Items, gift bags, items for the gift bags, flowers for table centerpieces, flowers for the honorees, or special gifts for the honorees

**Gift Bags:** The amount of items for the gift bags is 450 of any one item but we will accept as much as you are able to provide. There should be enough so that every person who attends gets one item in the gift bag. Suggested items include promotional swag, cosmetic products, magazines, gift certificates for products, etc.

**Centerpieces:** The minimum number of centerpieces should be 45, one for each table. A final, exact number can be provided three days before the event. The centerpieces can be floral, or something else that is creative. Certain items such as candles may need to meet the approval of the hotel.

**Flowers for Honorees:** A bouquet or floral arrangement could be provided for each honoree, to be presented to them upon receiving their award. At this time we have three honorees secured. We may possibly have more, as we are still waiting for some confirmations. The number of flowers for honorees.

**Special Gifts for the Honorees:** Similar to the flowers, one item may be donated to the honorees. Items may include wine, cosmetics, candy, etc. Such items would most likely be provided to each honoree in the greenroom, just before the awards.

**Wine Donation:** In the event that a donation of wine is made for everyone at the Genii's, a venue corkage fee may apply. The details of a potential wine donation can be discussed to ensure that it is viable for all parties.

**Silent Auction and Online Auction Items:** Items may be donated for the silent auction. All items should be a value of **no less than \$50**. Suggested items include, autographed memorabilia, especially as it pertains to radio and television, art work, tickets to sporting events, tickets for concerts, gift baskets. If Possible, please provide 2 of each item for our online and silent auctions

Bonnie Gallanter is organizing the silent auction and all donations and information about each donation, should be provided to her. [Bonzzai@aol.com](mailto:Bonzzai@aol.com) or 310-385-8401w.

The Genii Awards benefit AWRT SoCal's scholarship program, and educational programs. Send form to: **AWRT SoCal, PO Box 11043, Burbank, CA 91510**. Federal ID numbers will be provided upon receipt of payment. If a product is donated, the value of the donation should be provided.

**All items donated must meet the approval of the Genii Committee.**