

## **Diane De Pasquale**

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Over 30 years as a media and broadcasting professional with 11 years and counting working in web broadcasting and audio production. I have worked in many areas of radio and television production including on air talent/show host, interviews and segment production, script and copy writing, marketing and station imaging, station event planning and promotion, community and public relations. I have strong writing skills including press releases, pitch letters, long form audio production, imaging and promos, scripts, commercial copy and news writing. I am a proficient voice over artist and on air radio host that has worked with national clients as well as on air talent in major market radio.

### **Experience**

June 2017 to present- Director of Programming, Unity Online Radio

Based in Kansas City, MO the Unity movement was founded by Charles and Myrtle Fillmore in 1889 as a healing ministry based on the power of prayer and the power of our own thoughts to create our own reality. The Unity Online Radio Network is a platform for spiritual and New Thought discussion. As Director of Programming the responsibilities include overseeing programming and content of the network and designing and implementing strategies for increasing cumulative audience and bringing more awareness to the Unity message and philosophy.

February 2006 to June 2017 **Hay House Radio.com** Carlsbad, CA

A division of Hay House publishing. The leader in Self-Help and Motivational Publications.

*Producer/On- Air Host/ Network Radio Manager*

\* Assist in production and show development of 31 different hour long talk shows for broadcast on company owned online radio network, designed to promote authors as well as sell company products and events. Produced content for XM Satellite and Sirius Satellite networks.

- \* Write and produce commercial spots and promotional pieces and edit other audio segments using digital editing software
- \*Responsible for casting voice over talent and creating radio network imagery.
- \* Work with Hay House Marketing team to develop and launch new programming with Hay House authors.
- \*Writer and Producer of "**Power Thoughts**" and "**You Can Heal Your Life**" hour long specialty programs featuring Hay House authors as well as other long form programming to promote new book launches
- \* Work with authors/ hosts in developing segment ideas, scheduling guests when needed and offering feedback on show performance
- \* Responsible for daily operations of HayHouseRadio.com including assigning audio projects to engineers, managing host on air issues, scheduling taping sessions and management of staff calendar. Scheduling pre-tape session with hosts for radio shows and other audio projects like spot ads, promos, features and specialty audio. Writing and voice over for spot ads, promos and radio imaging.
- \* On air co-host and producer for Dr. Wayne Dyer weekly online radio show, **I Can See Clearly Now** for eight years until his passing in August 2015.
- \* On air host of the **I Can Do It Hour** a weekly talk and interview show featuring Hay House authors and other people of interest in the self-help and motivational genre.
- \* Producer/Writer and air talent of **Bright, New, Voices- The Balboa Press Hour** a bi-weekly interview show promoting Balboa Press self-published authors as part of a package sold that generated over \$114,950 for company in 2014.

Responsibilities include scheduling interviews and assigning tasks to freelance talent. Managing production of six segment radio show including interview authors, edit segments using Audacity editing software, write script for show and manage taping of program. I work with the audio production engineers closely to make sure show is produced on time and on schedule.

2004–2006 **KPBS 89.5 FM** NPR affiliate San Diego, CA

*On Air Talent*

\* Recorded continuity programming from NPR for broadcast

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\* On Air talent for “Morning Edition”, “Weekend Edition” and “All Things Considered”. Responsible for daily feeds from NPR main studio in Washington, DC

2003-2005 **KPLN 103.7 FM** San Diego, CA

*On Air Talent*

\* Fill in on air talent for all day parts on classic rock format station

\* Regular weekend on air shifts

2002-2003 **KGB 101.5 FM** San Diego, CA

*On Air Talent*

\* Daily mid-day on air shift, #1 men 25-54 share up 30% , cume up 15% ( Arbitron Winter 2003)

\* Voice tracked regular weekend on air shifts for XHCR BOB 99.3 (US 95.7) San Diego’s Finest Country.

\* Writing and producing 60 second FM news updates for News Radio 600 KOGO .Utilizing Wire Ready computer system

2002-2002 **WFYV Rock 105** Jacksonville, FL

*News Director Lex and Terry Morning Radio Network*

\* Writing and delivering A.M. newscasts for nationally syndicated morning show.

\* Booked guests and produced public affairs program "First Coast Forum" for WFYV

\* Traveled to out of market promotional appearances for Lex and Terry Network and did regular promotional appearances for WFYV

1998-2002 **Star System Network** Ft. Lauderdale, FL Austin, TX

*On Air Talent, Programming*

Star System was developed by Cap Star Broadcasting to improve on air quality in their smaller and medium markets using the Prophet system, a computer network that utilizes a WAN to import voice tracks to client radio stations. Acquired by Clear Channel Communications in 2000.

\* Responsible for daily on air presentation for eight stations nationally, researching and broadcasting in multiple formats utilizing Prophet Automated Systems

\* Researched news and events for each individual market and tailored broadcasts for each city. Markets included: West Palm Beach, FL Huntsville, AL Savannah, GA Jackson, TN Tuscaloosa, AL Birmingham, AL Melbourne, FL Port St. Lucie, FL

\* Scheduled and conducted artist interviews and distributed them to client radio stations. Scheduled music for radio station using Selector systems software.

\* Traveled to client stations to participate in station promotions and make personal appearances.

1996-1998 **WBGW Big 106 FM** Miami, FL

*On Air Talent*

\* On air mid-day talent (10am to 2pm) responsible for regular promotional appearances and voice over work. Voice talent for station clients for advertising production. Produced long form radio specials for broadcast. Narrated, wrote and produced hour long Aerosmith radio special promoting release of "Nine Lives" that was aired nationally.

1990-1996 **WSHE 103.5 FM** Miami, FL

*On Air Talent*

\* 23 year rock station in the market, Full time overnight host promoted to morning drive news co-host. Wrote and delivered morning news for daily broadcast. Hosted "The Local Show" featuring local South Florida artists.

\* PSA Director responsible for handling all public service announcements and ascertainties. Copywriting and production duties.

**Education**

1983 graduate Nova High School Davie, FL

\* Broward Community College Davie, FL

\* Communications major course outline included journalism, Radio/TV Production, public speaking

**Freelance**

Host morning jazz show "Drive Time Jazz" for community radio station WDNA 88.9 Miami, FL

Voice over talent for radio/television national clients Including Motorola, Bernina Sewing Machines, AdultCare, St. Joseph's Hospital

[www.dianeray.com](http://www.dianeray.com) voice over demo available, references also on web site