

TavaresMedia

Bunny Tavares brings over thirty years of experience in project development, marketing, outreach/community engagement, project management, distribution and promotion to her clients. Working closely with not-for-profit and for-profit organizations, arts and cultural institutions, independent producers, distribution networks and broadcast organizations, Tavares offers a results-oriented combination of knowledge, experience and skill to her clients.

Ms. Tavares' career includes nine years as a program marketing executive at the Public Broadcasting Service (PBS) and two years as a national account executive for BBC Worldwide. In 1989 she formed her own consulting company, TavaresMedia, and works with clients from inception of ideas through completion, marketing and promotion. Her work includes program and project development, project management, contract negotiation, promotion, events management, talent tours, distribution, outreach/community engagement services and station relations. Ms. Tavares' clients include media organizations, not-for-profit and for-profit organizations, independent producers, PBS and its member stations and national television production and distribution companies and organizations.

Current and Recent Clients/Highlights

The Kindling Group/www.kindlinggroup.org: Coordinating Producer and station relations director for *The Calling*, a groundbreaking four-part documentary series and outreach campaign sharing the journeys of four young Americans—a Catholic, a Muslim, an Evangelical Christian, and a Jew—who have decided to enter the clergy. PBS, 2010. Also for TKG, marketing & station relations for *Do No Harm*, the story of two reluctant whistleblowers in a small Georgia town who endure relentless attacks as they struggle to draw national attention to hospital corruption and the plight of the uninsured. January, 2010.

• **Department of Health & Human Service/Centers for Medicare & Medicaid Services:** Project manager for marketing, distribution and promotion related to *We Heard the Bells: The 1918 Flu Pandemic*, one-hour documentary, for public television broadcast in late Fall 2009. The project includes a comprehensive educational community engagement campaign

• **Polka-dot Productions:** Marketing consultant to producers of *Betsy's Kindergarten Adventures*, the PBS Kids series designed to help 4-6 year olds enter the "formal" world of education and meet it's inherent challenges.

• **Out of Faith/www.outoffaith.com:** Coordinating Producer & Station Relations. The film follows three generations of a family torn apart by conflicts over interfaith marriage. The family's matriarch, Leah Welbel, and her husband Eliezer, both survived nearly three years in Auschwitz. April 2009 on PBS.

• **Ever Productions:** Project manager/Station Relations for documentary *Objects and Memory*. A documentary film and outreach and engagement campaign. Using events of recent history, the film evokes questions about contemporary history and material culture and depicts stories about why we are urged to preserve the past and speak to the future. PBS 2008.

• **Northern California Public Broadcasting:** special consultant to the CEO and President of NCPB, TavaresMedia produced and facilitated a series of **town hall meetings** to engage the communities of Santa Cruz, Monterey and San Benito counties regarding the merger of public television stations **KQED, San Francisco, KTEH, San Jose, and KQET, serving Monterey/Salinas/Watsonville** now known as Northern California Public Broadcasting.

• **Pacific Islanders in Communications (PIC):** Principal broadcast marketing consultant and project coordinator bringing projects such as **Thirteen/WNET's Great Performances** special *Holo Mai Pele; Skin Stories*, co-produced with **KPBS, San Diego**, and *Dances of Life* co-produced with **KQED, San Francisco** to the national PBS schedule. Tavares' role as project manager with PIC brought, *Whale Rider* to PBS for the national television premiere of this critically acclaimed film.

• **A Question of God: C.S. Lewis and Sigmund Freud:** 4-part series, PBS (co-produced with WGBH).

• **Senior Year-**a thirteen-part series on PBS (co-produced with KCET)

Bunny Tavares is member of the Board of Directors for KUSP-FM, the NPR affiliate in Santa Cruz, CA; She is a member of Bay Area Women in Film and the Bay Area Video Coalition. She lives in Capitola California with her dog, Patty.