

APRIL MASINI

AUTHOR, COLUMNIST, RELATIONSHIP & ETIQUETTE EXPERT, PHILANTHROPIST, CORPORATE SPOKESPERSON, POLITICAL ADVOCATE, PRODUCER

Miami, FL

April Masini is most recognized for accomplishments as an entertainment industry executive “media maven,” columnist and author. She has always, and remains, most motivated by large scale, cause-driven, projects.

Hawaii’s statewide contest, “Share Aloha with the World,” is a testament to Ms. Masini’s talent for creating opportunities to make an impact. This inventive and inclusive contest is noteworthy for many reasons. Among them, it turned The Miss Universe Pageant into a learning opportunity by engaging and challenging children K-12 to express their creativity in a poem, painting or drawing. Her contest submissions still line the walls of Hawaii airports. As co-chair of the 1998 Miss Universe Pageant, she also created and produced nine back-to-back, uniquely themed, world-class events, including Hawaii’s largest weekday parade.

Ms. Masini created and spearheaded the federal legislation “The Military Check-Off Box for Vets.” It would create an optional check-off box on all federal tax returns for donations to veterans. Roper Public Affairs & Media was engaged by Ms. Masini to determine public support. Roper stated, after polling, that there was more support for the military check-off box project than for anything previously polled.

Ms. Masini is credited with relocating multiple television and film productions to Hawaii,



propelling Hawaii’s film tourism, co-drafting two vital pieces of Hawaii’s film industry legislation, and lobbying and securing their passage. Beyond initiating and overseeing the relocation of Baywatch from California to Hawaii, April “pioneered the first-of-its-kind cross-promotion between a Hollywood studio (Universal) and the location in which its film (‘Blue Crush’) was shot.” Hawaii’s former Governor Cayetano credited her with “almost single-handedly reviving the state’s television and film industry” and proclaimed June 4th as “Masini Day.”

Ms. Masini has authored four books, answered over 27,500 questions on her quarter-of-a-million members advice forum, and become one of America’s foremost relationship advice and etiquette experts. P&G Old Spice and TD Bank hired her for national campaigns, “Voice of Experience” and “Love and Money.” A preferred go-to source for the world’s most prominent news outlets, she is regularly quoted in USA Today, Wall Street Journal, New York Times and Univision, among others.