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Coming up with a meeting place to interview one of the City's most "in-the-know" television personalities was a real challenge. Finding myself in this very position, I completely choked and suggested Starbucks. Ready for a rebuff, I was relieved to hear, instead, genuine enthusiasm. "Looking forward to it!"

This is Amy Palmer — creator, producer, writer, and host of NYCTV's *NYC 360*, a true insider's look at New York. "Everyone has a dream and they come here to make it happen," says Amy, who focuses most of the show's energy on the latest trends in fashion, entertainment and media.

Amy graduated from Boston University with a degree in Broadcast Journalism and sprinted straight to the Big Apple to work in production. "At that age, you think you know everything. But I went through a lot of growing pains." After working behind the scenes at some of the most coveted companies for a Gen-Xer — MTV, VH1 and Atlantic Records — she decided she wanted to make the move to on-air personality. How do you do that, without any experience? Buy a video camera.

"I would watch the VJ's and think, I can do this." So, with friends behind the camera, Amy leveraged her connections in the music world to interview the most high profile people she could get. "I'd watch myself with a very critical eye. If you're showing fake enthusiasm or lack of energy, it will pick up on it." With a little help from her own television set, particularly the hosts on *E!*, and *The Today Show*, she compiled a reel good enough to land a job at Plum TV, where she created and hosted the Beach Concert Series featuring musicians who played by a campfire. "It was so low budget, we had to collect the wood for the fire ourselves."

The splinters paid off. When the call came from NYCTV for a position as a producer, Amy sensed an opportunity to pitch her concept for a show called *Made In New York*. "They're really open to the ideas of the people who work there." With Amy's special brand of ambition and determination, she knew she had found the right place to make her concept happen. Six months later, *NYC 360* was born.

Amy confesses she's "obsessed with trends," staying glued to everything from *Gawker.com* to the latest news on Wall Street for the scoop on everything that is cutting edge in the city. These days, *NYC 360* hits eight million homes in the tri-state area and is gaining greater momentum as new networks pick up the show and more people pitch ideas to her. While the 32-year-old has interviewed everyone from Alan and Stuart Suna of Silvercup Studios to Martha Stewart, she keeps her eyes on the blogosphere to get first dibs on "up and comers" before media giants go in for the kill. It's her relentless and passionate determination to know and share the latest, and greatest, for New Yorkers that separates the show from a touristy infomercial. "The viewers can relate because the people we interview have so much passion, like so many people who come here." With regular segments from insiders like *Mediabistro's* Laurel Touby, and *Dailycandy's* Danielle Romano, the show better acquaints New Yorkers with the people and businesses that make our little dot on the map the capitol of the world.

Amy wears every hat on the rack when it comes to putting the show together, and her free time is fast becoming a thing of the past. Turns out however, she likes to hang out at local places and go to the movies like the rest of us. So has she got this city all figured out. "Are you crazy? I'm in the trenches! I'm just happy to be working at a great network and create shows for other talented people."

Amy's secret to success has a bit of a broadcasting element to it as well. "If you tell enough people your goals, you feel like you have to do it." Now, she's offering to make that formula happen for other people by way of what she informally refers to as the "Amy Palmer Mentoring Program." She wants to give people the opportunity to get out of their soul-deadening jobs for brighter days in the world of production. Chances are, the "Program" is headed for institutional heights. "So many people will tell you what you want to do is impossible. It's fun to prove them wrong."



blonde ambition

by karen hartline photography by zia o'hara

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