

BROADCAST JOURNALISM PITCH POINT

We live in “the digital era,” one powered by and reflected in social media. Social media, along with legacy distribution platforms like network TV news, local and cable news, sports, lifestyle and entertainment news programs, runs on short-form non-fiction videos. **We teach our students how to be content creators capable of creating attention-grabbing, engaging, short-form non-fiction videos.**

Our graduates have used the skills they learned at NYFA to build successful careers across the United States and around the world.

Students learn the skills essential to becoming multimedia journalists (MMJs). In fact, we’ve been doing that for more than ten years, when we began as a partnership with NBC News. Students learn how to report, produce, shoot, write, narrate and edit. **Our project-driven course of study replicates the way working professionals create content.**

Short-term workshops train students in the basics. 4WK and 8WK programs are for full-time students. A 12WK Evening Broadcast Journalism workshop is for those unable to attend full-time daytime classes.

Our 1YR Conservatory program is an intense, high-impact learning experience. Students learn to work in the field, as well as the studio. They create voiceovers, news packages, long-form stories (“mini-docs”), feature stories and special reports. They also become the staff of NYFA News, a biweekly student-produced news magazine shot in our own instructional studio, where students take turns covering key editorial and production positions. In the Personal Journalism sequence they are taught how to create involving first-person narratives and “explainers,” the types of stories seen on leading digital media Platforms.

One of the things we are most proud of at NYFA is the hands-on nature of the training we offer students. **We give our students a series of skills that makes them effective MMJs and allows them to be competitive in an ever-challenging job market.** At the same time, we help students discover their own “editorial voice,” the unique point-of-view that differentiates them from others.

New York is one of the media capitals of the world. Learning and living here allows students to work in a vibrant media environment. We draw many of our guest speakers from the local and national media scenes, which gives students an opportunity to both learn from real-world professionals as well as begin networking even before they graduate.

NYFA Broadcast Journalism graduates have gone on to work across the United States, and around the world. This includes prestigious national programs such as NBC’s “Today Show,” the “CBS Evening News,” “Dateline NBC” and “ESPN SportsCenter,” as well as TV stations in California, Connecticut, Florida, Louisiana, New York, Texas and Washington, DC.

Internationally, our alumni became producers, reporters and news presenters on programs seen in Australia, Brazil, China, Dubai, France, Hungary, Nigeria, Portugal, Spain, Russia and Turkey.

PLACES TO POTENTIALLY WORK:

Broadcast & Cable network news programs
Local TV stations
Digital Platforms (BuzzFeed News, Now This, Vox, Quartz)
New media companies and platforms
Production companies
Reality TV
Digital News departments at newspapers and magazines
Communication Departments of government agencies, corporations and nonprofits

POST GRADUATION JOB POSSIBILITIES INCLUDE:

Reporter
Producer
Associate Producer
Anchor/Presenter
Editor
Producer/Editor (Preditor)
Video Cinematographer
Independent MMJ

Students are encouraged to keep in contact with NYFA after graduating, for **industry opportunities**.

FACULTY BIOS

Headed by multiple Award winning producer/director/writer Fred Silverman, the Broadcast Journalism faculty includes veteran producers, editors, camera operators and MMJs with cross-platform production experience encompassing both digital content as well as legacy media.

Fred Silverman | *Chair, Broadcast Journalism department*

Fred Silverman has produced television in 34 states and 10 countries. His programs have been seen on A & E, Discovery, Fox, History, Travel, CBS and more. Prior to teaching at NYFA, he was Chief Creative Officer for Animus Entertainment, responsible for creative direction for all aspects of programming, advertising and marketing. Animus created television shows in the health and wellness genre, plus consulted for international television networks and global programming companies. For five years he created original television programming, including news programs and specials for WTVJ, the NBC owned and operated station in Miami. Over the course of ten years at Miami's WSVN, he was responsible for original programming, special projects including news series and event coverage, as well as produced daily newscasts.

Robert F. Ferraro

An Emmy award winning television news producer, Robert Ferraro has more than 40-years experience in local and national news at the NBC and ABC television networks, where he earned distinction as a broadcast news writer and editor, special reports producer, line producer, and documentary producer. He was formerly an Executive Producer at CNBC, and later Senior Producer for NBC News Productions. At ABC was senior producer of "ABC Morning News" and

“ABC Business World.” On the local level, for 11 years he was a writer, copy editor and producer at “Channel 7 Eyewitness News” in New York City.

John Fider

John Fider was formerly Vice President of Production Operations at ABC News. He was Technical Director for ABC Television Network Olympics, Special Events and Election coverage from 1976 until 1989. He is a seven-time Emmy Award winner, as well as a recipient of the prestigious Alfred I. DuPont award, and a member of the Directors Guild of America. He served as Director of Broadcast Operations at the Columbia University Graduate School of Journalism, where he directed “Columbia News Tonight.”

Evgenia Vlasova

A bilingual media professional with more than a decade of experience in broadcast and media production, a feature documentary she co-produced and edited was recently broadcast on Public TV stations across the United States, as well as bought by broadcasters in France, Germany and Sweden. As an anchor and co-producer of a multiple award-winning morning show in her native Russian TV, she reported on a wide range of socioeconomic and political topics, produced multiple segments for the show, interviewed senior government officials and various high-profile personalities, as well as coordinated media coverage during breaking news. At NYFA she teaches introductory, intermediate and advanced post-production.

Daniel Hernandez-Alonzo

Daniel Hernandez-Alonzo has worked with a wide range of cameras including, but not limited to: Canon C300, Canon C100, Sony FS7, Sony FS5, Sony A7sii, Red Epic, Red Scarlet, Red Dragon, Black Magic, Arriflex S, Arriflex SR, Panavision Panaflex Platinum, Panasonic H Series, Aaton. He teaches Hands-on Camera, which includes the study of advanced lighting and grip equipment. As a freelance camera operator/director of photography, he has worked on numerous documentaries, commercials and news stories. His work has been seen on Telemundo and Univision, the two major Spanish language TV networks in the United States. He holds a BFA in Film/Video with honors from the School of Visual Arts. He has also studied at the Universidad Nacional Autónoma de México in México City.