

The background is a vibrant, abstract composition. It features a series of thick, wavy, horizontal lines in shades of pink, magenta, cyan, and yellow, creating a sense of movement and depth. Interspersed among these lines are various geometric shapes: solid circles in blue, yellow, and pink, as well as thin white circles. Some thin white lines also extend vertically across the frame. The overall color palette is bright and modern, set against a light pink backdrop.

Content & Distribution Initiative Proposal

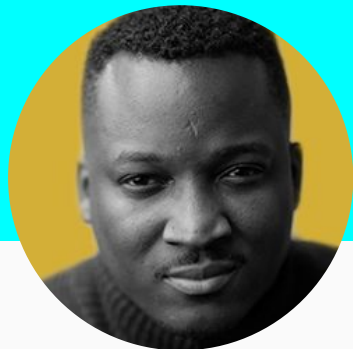
Making NYFA a leader in innovation

Our Goal:

Revolutionize visual arts education by blending innovative techniques with NYFA's world-class institutional resources.

The Team

Over twenty years of combined experience, including eight working together



Antwand
Pearman

Production
Distribution
Social Media



Jeffrey
Schimmer

Production
Distribution
Marketing

The Landscape

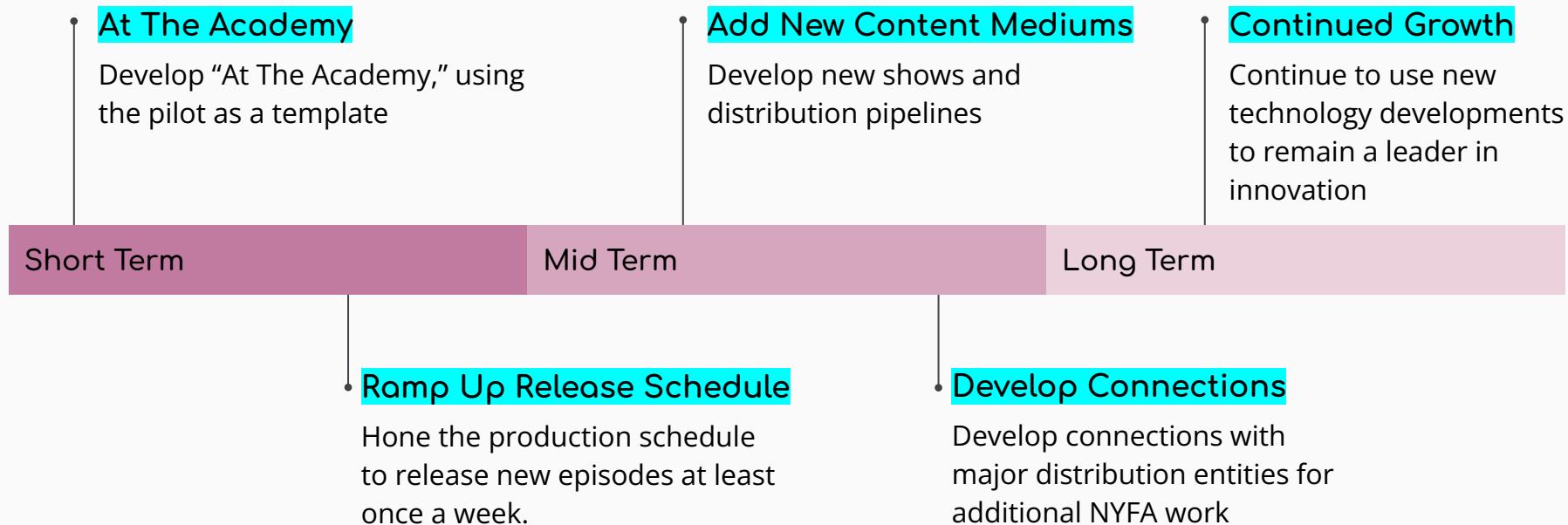
- Digital content consumption is at an all-time high
- Educational institutions are expanding their digital footprints
- Creating and distributing content is easier than ever
- NYFA has untapped potential in its wealth of expertise and student talent
- Platforms like YouTube, Discord, Twitch, and Bilibili offer vast reach



The Benefits

- Amplify NYFA's mission via streaming platforms, broadening global reach of visual storytelling education.
- Enhance brand visibility and showcase expertise through engaging content
- Provide students with greater exposure for their work
- Create new opportunities for potential students to view NYFA's appeal

Action Plan



At The Academy

Project Overview

A variety talk show blending the intellectual curiosity of "Inside the Actors Studio" with the charm of "The Graham Norton Show"

Showcases NYFA's illustrious faculty, successful alumni, and promising students

Regular releases to build audience and refine production techniques

Potential for live streaming and multi-platform distribution

At The Academy

Project Details

Production Team: Utilize existing NYFA staff and potentially students.

Antwand & Jeffrey share the necessary expertise for this project, allowing flexibility to the staff, primarily technical assistance,

Equipment: Leverage current NYFA resources. All the required resources are already available for initial production scale

Studio Space: Use NYFA facilities during most amenable times
A selection of rooms would work, primarily the first floor theater

Measuring Success

Viewership and engagement metrics

Increase in student applications citing
"At The Academy"

Student and faculty satisfaction surveys

Industry recognition and press coverage

Appendix

The following slides contain additional context, not necessary for this deck, but informative on a variety of matters.

History

There is precedence for this sort of idea in higher education, for example:

- *Harvard University Press, Princeton University Press, etc.*
- *Inside the Actor's Studio*
- MIT OpenSourceWare (YouTube Channel)
- NYFA's YouTube Channel

This is a continuation of this blending of academia and mass media

NYFA's YouTube

At one point, the NYFA YouTube channel had short films created by students. This started nearly 20 years ago, but seems to have tailed off around 8 years ago.