

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

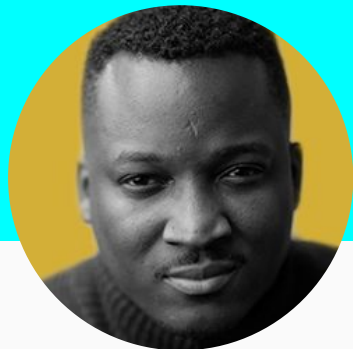
*Making NYFA a leader in innovation*

## 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

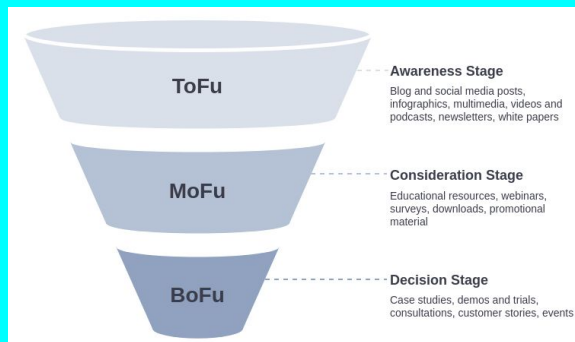
- Digital content consumption is at an all-time high
- Educational institutions are expanding their digital footprints
- Creating and distributing content is easier than ever
- NYFA has untapped potential in its wealth of expertise and student talent
- Platforms like YouTube, TikTok, Twitch, and Bilibili 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
- Attract prospective students by showcasing NYFA's unique offerings

# Marketing Support



## Top of Funnel (ToFu) Strategy

*Objective:* Increase brand awareness and engagement

*Tactics:* Content creation optimized for SEO and social media algorithms • Consistent video production for YouTube's recommendation engine • Subtle brand promotion through valuable, shareable content

*KPIs:* Organic search rankings for target keywords • YouTube video views and watch time • Social media engagement rates (likes, shares, comments)

## Middle of Funnel (MoFu) Integration

*Objective:* Nurture interest and guide prospects towards NYFA programs

*Tactics:* Strategic incorporation of NYFA program highlights within episodes • Showcase success stories of alumni and current students • Provide in-depth industry insights that demonstrate NYFA's expertise

*KPIs:* Click-through rates to NYFA program pages • Time spent on NYFA website after watching content • Increase in program inquiries attributed to "At The Academy"

## Long-term Impact

- Brand equity building through consistent, high-quality content
- Establishment of NYFA as a thought leader in film and media education
- Creation of a sustainable, organic marketing channel

# Action Plan

## At The Academy

Develop "At The Academy," using the pilot as a template

## Add New Content Mediums

Develop new shows and distribution pipelines

## Continued Growth

Continue to use new technology developments to remain a leader in innovation

Short Term >

Mid Term >>

Long Term >>>

## Ramp Up Release Schedule

Hone the production schedule to release new episodes at least once a week.

## Develop Connections

Develop connections with major distribution entities for additional NYFA work

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

# Technical Details

## **Production Team:**

Utilize existing NYFA staff and potentially students. Antwand & Jeffrey share the necessary expertise for this project, allowing flexibility of the crew, 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.

At The Academy

# Additional Options

## **Podcast:**

Convert episodes into podcast format for additional distribution. This process is relatively simple and expands reach.

## **Remote Episodes:**

Use platforms like Zoom to produce additional, cost-effective episodes and interview guests unable to attend in-person episodes on campus.

## **Live Streaming:**

Implement live streaming capabilities to increase audience engagement. Requires additional technical setup and management.

# 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.

# Jeffrey's Experience

[LinkedIn](#)

11 years freelance filmmaking

Working for NYFA over the past 10 years

4 years of B2B marketing for a tech startup

6 years running a production company

# Antwand's Experience

[LinkedIn](#)

6 years running a production company

11 years freelance filmmaking

6 years editor in chief for a successful blog

Over 1 year working at NYFA

Highly successful social media, including millions of views on TikTok



# Cost Estimates

## Production Costs:

Total Cost Per Episode: \$1,300

Crew:  $\$20/\text{hr} \times 4 \text{ hrs} \times 5 \text{ crew} = \$400$

Pre/Post Production<sup>1</sup>:  $\$30/\text{hr} \times 30 \text{ hours} = \$900$

1: Pre/Post Production handled by producing team (Antwand Pearman and Jeffrey Schimmer)

## *Zoom Based Episodes:*

Total Cost Per Episode: \$300

Pre/Post Production:  $10 \text{ hours at } \$30/\text{hr} = \$300$

All Production handled by producing team (Antwand Pearman and Jeffrey Schimmer)