

The background features a vibrant, abstract design with thick, wavy, overlapping lines in shades of pink, magenta, cyan, and yellow. These lines flow from the top left towards the bottom right. Scattered throughout the composition are various geometric shapes: thin vertical lines, small white circles, a larger yellow circle, and a cluster of overlapping circles in pink, cyan, and yellow at the bottom left.

Content & Distribution Initiative Proposal

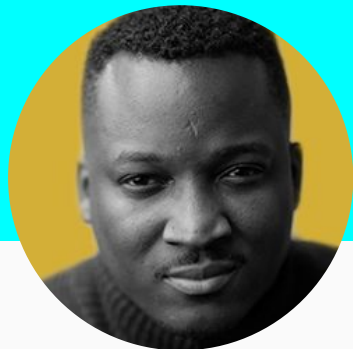
Making NYFA a leader in innovation

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

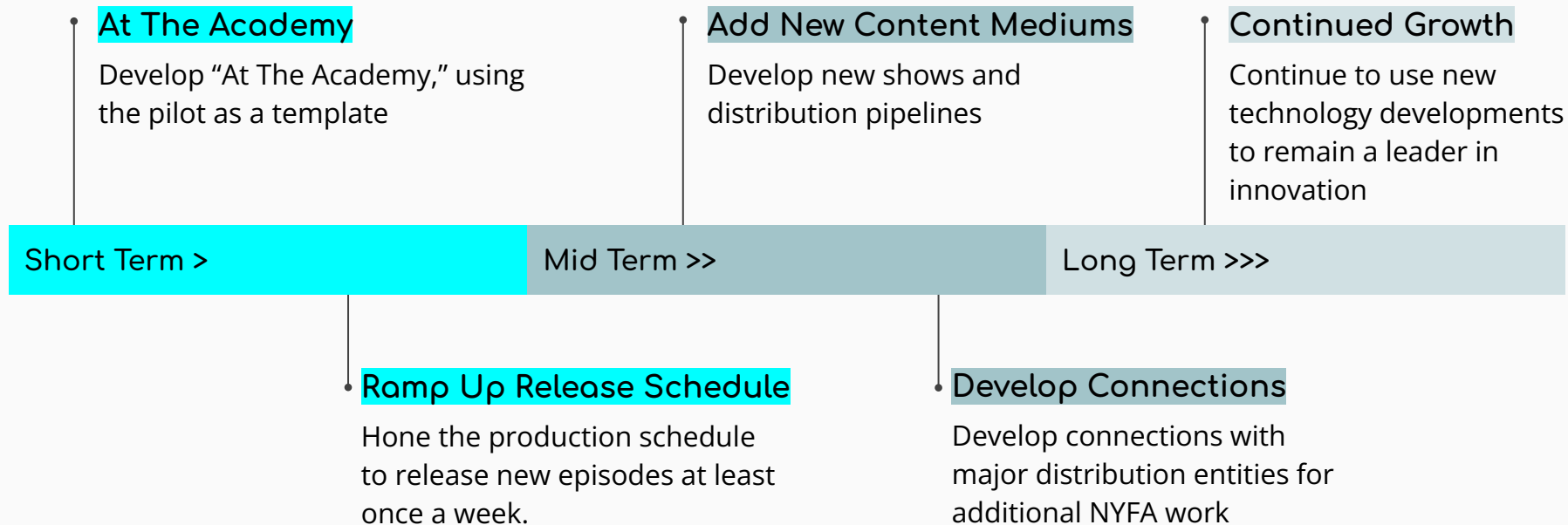
- Digital content consumption is at an all-time high
- Educational institutions are expanding their digital footprints
- Creating and distributing content is easier than ever
- NYFA has untapped potential in its wealth of expertise and student talent
- Platforms like YouTube, TikTok, Twitch, and Bilibili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

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

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 over

**Highly successful social media,
including millions of views on TikTok**