

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

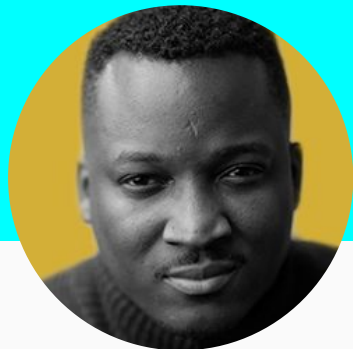
Making NYFA a leader in innovation

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

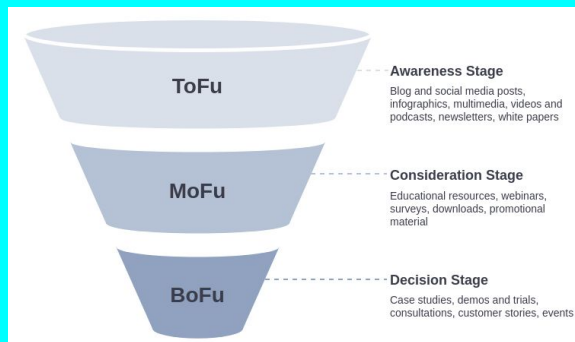
- Digital content consumption is at an all-time high
- Educational institutions are expanding their digital footprints
- Creating and distributing content is easier than ever
- NYFA has untapped potential in its wealth of expertise and student talent
- Platforms like YouTube, TikTok, Twitch, and Bilibili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

1. Content Performance & Audience Engagement

Views per episode • Watch time • Subscriber growth • Engagement rate (likes, comments, shares) • Audience retention • Click-through rates • Social media follower growth • Mentions and tags

2. Brand Impact & Recognition

Press coverage • Brand sentiment • Awards/nominations • Industry event invitations • Changes in NYFA's reputation and rankings

3. Student & Alumni Outcomes

Applications citing "At The Academy" • Student/alumni participation in content creation • Satisfaction surveys • Career opportunities from showcase episodes • Long-term career trajectory of featured individuals

4. Educational Value & Community Building

Educational resources created from content • Academic citations of content • Online community growth and engagement • User-generated content inspired by the show

5. Financial Performance & Web Traffic

Revenue from sponsorships/ads¹ • Cost per student acquisition • Cost per episode vs. engagement • Organic search rankings • Website traffic from "At The Academy"

Reporting Schedule

Monthly: Performance reports

Quarterly: In-depth analysis and strategy adjustment

Annually: Comprehensive review and goal setting

1: Any sponsorships or advertisements should be carefully vetted to ensure alignment with NYFA's educational mission, ethical standards, and commitment to academic integrity.

Appendix

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

History

Educational institutions have long recognized the power of media to extend their reach and impact. NYFA's initiative builds upon this rich tradition:

- Prestigious university presses (e.g., Harvard, Princeton) have bridged academia and public discourse for centuries.
- "Inside the Actors Studio" revolutionized public access to industry insights and craft discussions.
- [MIT OpenSourceWare](#) democratized access to world-class education through digital platforms.
- [NYFA's own YouTube Channel](#) pioneered student showcases, setting a foundation for this expanded initiative.

This project represents the next evolution in blending academia with mass media, positioning NYFA at the forefront of innovative education delivery.

NYFA's YouTube

NYFA's YouTube channel has a history of showcasing student talent:

[NYFA Student/Alumni Spotlight - YouTube](#)

There was also the 20/20 series, which was discussed during a previous meeting:

[The 20/20 Series - YouTube](#)

New YouTube Channel

To maximize impact and analytics clarity, we propose creating a dedicated channel (e.g., "NYFA Originals") for this initiative.

This approach allows for:

- Streamlined content strategy
- Clear metric tracking
- Tailored audience building
- Brand distinction within the NYFA ecosystem

Jeffrey's Experience

[LinkedIn](#)

11 years: Freelance filmmaking

10 years: NYFA experience

4 years: B2B marketing (tech startup)

6 years: Production company
leadership

Antwand's Experience

[LinkedIn](#)

6 years: Production company leadership

11 years: Freelance filmmaking

6 years: Editor-in-chief of a successful blog

1+ year: NYFA experience

Notable: Viral success on TikTok (millions of views)

Cost Estimates

Production Costs:

Estimated Cost Per Episode: \$1,300

Crew: \$20/hr x 4 hrs x 5 crew = \$400

Pre/Post Production¹: \$30/hr x 30 hours = \$900

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

Equipment and location costs would be null, using resources NYFA already has

Remote Episodes:

Estimated Cost Per Episode: \$300

Pre/Post Production¹: 10 hours at \$30/hr = \$300

1: All Production handled by producing team (Antwand Pearman and Jeffrey Schimmer)
These episodes would include clips and other features, making them slightly more complex than the [20/20 Series](#) produces by NYFA