

GEORGE RIVERA

An entrepreneur in Digital Media and forward-thinking communications consultant for both private- and public-sector clients; an effective and dedicated trainer for the next generation of broadcast journalists; and an Executive Producer, Director and creative force behind a wide range of quality media projects, from hyper-local to broadcast, cable and public television networks.

DIGITAL LAUNDRY, LLC (www.digitallaundry.net), NYC **SINCE 2007**
Founder and CEO of state-of-the-art Digital Archiving, Production Services and Studio Rental facility.

GEORGE RIVERA PRODUCTIONS INC, NYC **SINCE 1994**
A full-service creative communications company with a proud and distinguished record in the areas of news, documentary, image campaign, children's, music, and original dramatic programming.

PROGRAMMING (partial listing)

- **eHarlemTV (www.eharlemtv.com)** – Creator and Executive Producer of a current hyper-local series about the community of East Harlem (cable in Manhattan, Bronx, Brooklyn, Queens)
- **Pan American Development Foundation** – Creator and Producer of PSAs, video reports and fundraising media materials centered around disaster relief in Haiti
- **Imaging America** – Creator and Executive Producer of a PBS primetime newsmagazine series profiling American cities
- **Fighting the Tide** – Supervising Producer of a one-hour documentary about the history of the waterfront labor movement (PBS)
- **Tuskegee Airmen** – Producer of an ABC News primetime special
- **NY Crossroads** – Producer/Director of a children's series for DDB Needham using New York State as its virtual classroom (PBS)
- **Walk a Mile in My Shoes** – Producer of a profile of a remarkable disabled child; Emmy Award for Best Documentary (WPIX)
- **De La Salle** – Creator and Producer/Director of a children's drama featuring the voices of Edward James Olmos and Lynn Whitfield (NBC stations)
- **Tito Puente: The King of Latin Music** – Producer/Director of an award-winning tribute airing nationally over NBC & PBS stations
- **Latino New York Live** – Producer/Director of a series of televised concerts by legends of Latin Jazz (WNET)
- **ABS Presents:** - Developed a seasonal series in partnership with the American Bible Society
- **Invisible Nation** – Executive Producer/Director of a PBS documentary about poverty in America (in funding process)

CONSULTING

- **Pfizer Global** – worldwide human resources communications product
- **Pfizer USA** – development of human resources training modules - including video, on-line, and print materials - as proprietary product for Pfizer
- **Manhattan Neighborhood Network** – Program development and community outreach for MNN's new Firehouse production and media training facility; digital workflow of entire network
- **Borough of Manhattan Community College** – Program design for Professional Video Instructional Training (PROVIT) initiative
- **WNET-TV** – Interim Director of News and Public Affairs programming
- **STAR TV, Istanbul** – helped to build the first privately operated TV station in Turkey, directly responsible for the design of business, programming, and technical models

TEACHING

- **Long Island University** – Media Arts Department: Fundamentals of television news
- **Columbia University** – School of Journalism: Fundamentals of television newsmagazines
- **Borough of Manhattan Community College** – On-site training for selected participants in the PROVIT program

Previous Employment

- ABC NEWS**, Washington and New York **1988 to 1994**
- **Nightline** – Field Producer for Gulf War and other situations of armed conflict, including extended stays in Saudi Arabia, Bosnia, Liberia and Somalia
 - **Primetime Specials** – Supervising Producer of **DC Divided City** (with Ted Koppel), **Black In White America** and **Prejudice: Answering Children’s Questions** (with Peter Jennings)
- WCBS-TV**, New York **1984 to 1988**
Documentary Producer - multiple Emmy award-winning specials
- WNET-TV**, New York **1982 to 1984**
Program Manager – News and Public Affairs
- SATELLITE NEWS CHANNEL**, Stamford, Connecticut **1981 to 1982**
Part of start-up management team for 24-hour news channel: oversaw Production Design and directed telecasts.
- WGBH-TV**, Boston **1976 to 1981**
Beginning as a consultant while in college, then as staff upon graduation, rose through the ranks to become a Producer and Director of a variety of programs, from Rebob to the Boston Pops. Also designed a CPB-funded training grant for both technical & directing apprentices.

Education

NYU STERN SCHOOL OF BUSINESS / MAYOR’S OFFICE OF MEDIA & ENTERTAINMENT,
Strategic Steps for Entrepreneurs Program (2012-2013)
HARVARD UNIVERSITY, Bachelor of Science, Magna Cum Laude – Social Science and Afro-
American Studies
COLLEGIATE SCHOOL, New York

Other Activities, Affiliations, Skills and Interests

Member, **Directors Guild of America**
Emeritus member, Board of Trustees, **De La Salle Academy**
Former Member, Board of Directors, **BMCC Foundation**
Fluent Spanish...Avid Cyclist, Photographer, Traveler and Chef