

# David A. Ferraro

## Media Management • Production • Photography

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### Summary of Experience

Over 30 years of award-winning creative leadership and cross-media project creation with deep experience as a creative strategist, project leader and program creator. Specific expertise in scriptwriting, creative coaching, media creation and technology.

#### Production Manager, Cox Media Virginia, Chesapeake, VA

2005-2019

Managed award-winning regional production department with responsibility for creation and development of original video commercials and other long-form programming for Cox Media clients. Led a cohesive, creative and professional production team to achieve its goals through and establishment of best practices and creation of regional training concepts for new techniques and better customer service. Facilitated use of new tools and techniques to improve quality, create efficiencies, generate additional revenue and grow market share in specific areas.

- Managed a variety of capital projects to improve production plant, resulting in improved efficiencies.
- Led HD task force to evaluate systems and workflow for HD transition.
- Won "CAMY Award for Leadership" in 2007 and "Smarter Strategies" company awards in 2006, 2007 and 2008
- Led production staff to win dozens of national awards.
- Led creation of new interactive media products, including [coxmediahamptonroads.com](http://coxmediahamptonroads.com).
- Responsible for revenue targets through creation and development of new production projects.
- Created *Explore Hampton Roads* tourist channel as a revenue center for Cox.
  - Created a vision and design for the channel to deliver on revenue objectives
  - Investigated and specified the channel creation technology necessary to realize the vision
  - Created graphic look, editorial content, and back office systems for maintenance and invoicing

#### Photographer, Owner, Impact Photography, Norfolk, VA

2007-present

Principal photographer and owner for Impact Photography, which provides portrait, wedding and event photography services in Hampton Roads. We tell stories through carefully crafted images.

#### Chief Content Officer and General Manager, WHRO, PBS and NPR, Norfolk, VA

2003-2005

Provided leadership and vision for WHRO services in television, radio, new media, education and contracted services, including creative and executive oversight of all programming and production, channel operations, promotion, underwriting and production sales. Developed innovative production and promotion plans and outreach activities across multiple platforms, to enhance WHRO's regional impact and revenue. Supervised staff of 32 with budget responsibility of \$4 million.

- Led development of programming through creation of multiple partnerships with:
  - ODU, to create production and broadcast of ODU men's and women's basketball games.
  - Regent University and the Virginia Symphony, to create live simulcast productions.
  - City of Newport News and Virginia War Museum, for the history series *Here and Then*.
- Created and managed programming partnership and distribution network with CI Publishing to produce innovative on-location cooking series, *Best of Virginia Farms*.
- Arrested decline in prime-time TV viewing audience in 2003-04 following multi-year decline
- Coordinated restructure of classical radio station's on-air presentations, resulting in 13% audience growth over one year.
- Created *Virginia Conversations* multi-media project (TV, radio, web) over a series of weeks via different programming strands, culminating in a live simulcast.
- Created and launched *Civil War in Hampton Roads*, first major HD production.
- Established relationships for client work with Virginia Port Authority, Norfolk Southern, and other public and private companies for production of public service spots, public awareness and educational videos, and multimedia products.
- Led image & branding effort for redesign of WHRO corporate logo and tagline.
- Launched weekly live TV call-in program, *It's Your Call*, and weekly radio call-in program, *House Calls*.
- Supervised underwriting staff responsible for station's first million dollar sales year.
- Led creation of cross-promotion strategy between radio and television stations.

#### Director of Production and Contracted Services, WHRO, Norfolk, VA

1997-2003

Responsible for quality control, design and execution of all WHRO video productions, including marketing network distribution services, videoconferencing, distance learning, and consulting services. Major clients include higher education, business, military, government, health organizations, and others. Other major responsibilities include coordination of production resources, support for development of program proposals, and budget oversight.

- Created projects and series for commercial, educational, and nonprofit clients.
- Wrote, produced and directed DTV Capital campaign multi-monitor video production and companion Macromedia kiosk presentation.
- Wrote, produced and directed WHRO capital campaign video and other high-visibility corporate products.
- Created new on air video and audio package integrating new WHRO corporate logo.
- Led project for hardware and software upgrades leading to improvements in output and efficiency (DVE, graphics workstation, networking).
- Led effort to acquire, install and maximize use of new production scheduling software.
- Evaluated and specified digital video production equipment as part of Digital TV conversion team.
- Wrote, produced and directed DTV and Capital Campaign on-air awareness spots.
- Created and produced *ArtBeat*, WHRO's award-winning TV program on the arts, developed in partnership with major regional arts organizations.

### **Manager of Local Programming, WHRO, Norfolk, VA**

**1993-1997**

Responsible for the initiation, creation and execution of WHRO local programs for radio and TV. Established work plan and agenda for allocation of production time, budget and personnel; led ongoing critique process for local programs; led development of support media for projects, including resource packages, teacher guides, and/or web sites; and functioned as executive producer on projects.

- Developer and executive producer of the following:
  - Local history documentary series, including for *Gone But Not Forgotten 1 and 2*, and *Church Street: Harlem of the South*, a partnership effort with *The Virginian-Pilot*.
  - Virginia U.S. Senate debate (statewide interactive broadcast funded by "The Democracy Project").
  - First in a series of nationally-broadcast NASA Space Station teleconferences
  - *Hampton Roads: What's In It For Me?* – a series of broadcast town meetings to explore topics on regional cooperation.
- Created partnership with Regent University to package and broadcast the Regent University Film Festival.
- Created public affairs series for TV and radio, including co-production with local ABC affiliate WVEC-TV.

### **Executive Producer, WHRO, Norfolk, VA**

**1990-93**

Responsible for improving the quality of WHRO productions; developed program proposals; supervised producers in production design and execution; determined and managed facility, budget and staff requirements; produced and directed special projects as necessary.

- Created and supervising producer for *Our Place, Our Time*, cultural/arts magazine series.
- Produced *Drawing the Dagger: Macbeth in Process*, documentary on the creative design process in a regional theatre.
- Produced *Minds on Science*, 10-episode ITV series on physical science.
- Produced *Cracking the Big Gift*, training video for PBS Development.
- Produced *The Bay: Preserving the Future*, a documentary about efforts to clean the Chesapeake Bay
- Produced video for WHRO's first capital campaign.
- Produced and directed two live concerts by Virginia Symphony over state-wide radio and television.

### **Producer-Director, WHRO, Norfolk, VA and WPHY, Huntington, WV**

**1978-90**

General-assignment producer director specializing in documentary and live event programming.

### **Education**

B.A. Communications Arts, Duquesne University, Pittsburgh, PA.

26 credits toward M.S. in Communications, Clarion University of Pennsylvania, Clarion, PA.

### **Additional Courses/Programs:**

Graduate, "Leadership Hampton Roads," 1997-98

Graduate, Avid Media Composer 101, Media Composer Effects 110, Henninger Video, 2000.

Graduate, "The Dale Carnegie Course," 2000, Dale Carnegie Training, Wade Powell and Associates.

Graduate, "The Dale Carnegie Course Instructor Training Conference," Virginia Beach, VA, 2000.

Graduate, "Leadership Training for Managers," 2001, Dale Carnegie Training, Wade Powell and Associates.

Graduate, "High Impact Presentations," 2000, Dale Carnegie Training, Wade Powell and Associates.

### **Community Leadership**

Former Chair, Norfolk Public Schools Gifted Education Advisory Council.

Member, Norfolk Public Schools Guiding Coalition;

Board of Directors, The TOWN Foundation.

Instructor, The Dale Carnegie Course, Wade Powell and Associates, Virginia Beach, VA

Board of Advisors, Linchpin Learning, Inc.

Elder and member, Administration committee, Second Presbyterian Church, Norfolk, VA.

## Recognition/ Awards

- **The Videographer Awards:** Va. Sports Hall of Fame sales, "MJE Live Band," and "Office Space and Solutions", 2011
- 17th Annual **Communicator Awards**,: Va. Sports Hall of Fame, "HRT Campaign" 2011
- 32<sup>nd</sup> Annual **Telly Awards**, "HRT Campaign"—Bronze, 2011
- Best Commercial, "Think Inside the Square, 2007; Finalist, Long Form, "Arena Racing USA, "Cable Advertising Bureau (CAB), 2007
- Telly Awards, "Think Inside the Square" and "Geisha Japanese, 2007"
- CAMY Award for Leadership, Cox Media, 2007
- AVA Platinum Awards, TV/Programs/Information category for " Explore Hampton Roads sales demo"; TV Spots/Product category for "So Yummy "; and the TV Spots/Retail category for "Think Inside the Square, 2007"
- AVA Gold Awards in the TV Spots/Restaurant category for "Geisha Japanese Restaurant" and the Public Service Announcement category for "Monitor Center Opening," 2007
- Pegasus Awards for above, 2007; (all as Executive Producer/Production Manager).
- NETA Program Outreach Award, *Virginia Conversations*, "In The Name of Security", 2003
- Virginia Association of Broadcasters Station Awards, best documentary, *Best of Virginia Farms\_2003*
- Virginia Association of Broadcasters Station Awards, Best Station Promotion, "Share A Story," Best Feature Reporting, Breast Cancer, 2002
- Virginia Association of Broadcasters Station Awards, Best Station Promotion, WHRO Goes Digital, Public Affairs/Documentary *Virginia Conversations: "Referenda Agenda", 2002*
- Silver Telly, *Governor's Awards for the Arts*, 2001
- AXIEM award for *Partnering for Progress*, 2001
- NETA Community Service Program award for *ArtBeat!*, 2001
- Moderator/presenter, session on DTV Production Management, NETA conference, 2001
- Honorable Mention, PBS Promotion Awards for "WHRO Corporate Video," 1998
- Best Documentary, Virginia Association of Broadcasters, Best Documentary, Hampton Roads Black Media Professionals, Third place, Documentary, NABJ 1997 for *Church Street: Harlem of the South*
- Aviation/Space Writers Association Award of Excellence for Video, The Chris Award and Silver Telly Award for Video for *Pictures in the Mind*, 1993
- PBS Promotions Awards, *Reaching and Teaching Hampton Roads*, 1987
- ITVA Awards of Merit for *Bridging the Gap*; and for *Competence, Compassion and Commitment*, 1986
- Best Documentary, 1986-87, for *The Bay: Preserving the Future*
- *PortFolio* Magazine; Best New Television Series, 1987-88, for *Our Place, Our Time*
- Iris and Ohio State Awards for *Even the Heavens Weep*, 1984