

JAMAL BRANSFORD

3260 Martharose Ct. Flint MI 48504 · 810-444-5491 · Jamalbransford@gmail.com ·
Emmy Award Winning Photojournalist · 2-Time Edward R. Murrow Award winner ·
Michigan Association of Broadcaster Photojournalist of the Year

•

• **SUMMARY OF QUALIFICATIONS**

- Proven ability to work efficiently and effectively under pressure
- Ability to prioritize multiple tasks and meet required deadlines
- Over 16 years of experience in the broadcast media
- Work and interacted with people from various social and economic backgrounds, from the president of the United States to local viewers.
- Emmy award winning photojournalist
- Michigan Association of Broadcasters Photojournalist of the Year.
- Worked for a number of organizations writing press releases, planning events and providing media coverage.

• **EXPERIENCE**

• **SEPTEMBER 2018 TO PRESENT**

• ***COMMUNITY OUTREACH COORDINATOR/ COMMUNICATIONS***

• **WESTWOOD HEIGHTS SCHOOLS**

- Produce Organizational Video Commercial
 - Shoot Short Social Media Videos
 - Event Photographer
 - Marketing Videos
 - Interact with local organizations
- Keep School district social sites up to date
- Build relationships with local community partners
- Marketing and video production
- News media relations
- Write newsletters and other communications instruments targeted to a community of parents and citizens interested in the school district.
- Manage social media presence of district.
- Coordination with the technology department.
- Provide home-school communication.
- Works closely with school staff to obtain necessary information and provide assistance to families.
- Act as liaison with neighborhood associations.
- Develop connections between staff, parents, and students.
- Write routine reports and correspondence
- Speak effectively before groups of customers
- Work closely with school administration

-
- September 2012 to September 2018
- **NEWS PHOTOJOURNALIST,**
- **WDIV LOCAL 4 DETROIT (NBC AFFILIATE)**
- As a News Photojournalist, I successfully capture, edit and produce daily news stories that airs to millions of households in the Metro Detroit market. I perform multiple tasks under intense pressure and tight deadlines. As a photojournalist, I collaborate with a team that consist of various members of the news staff. All of the components of the teamwork towards accomplishing the finish product. I have mastered the following tasks that must be completed for each project for each news story gathering:
 - Coordinate daily with the assignment desk; the information hub of the newsroom. Gathering pertinent daily information like transportation, reporter, locations, and story notes.
 - Coordinate daily with the show producer & reporter for each daily report. discuss specific how the story will be structured so that it connects with the demographics.
 - Time management
 - Newsgathering: seek out information, gather video content, interviews, locations, that are related to the story. Work one on one with the reporter to determine how to produce the story.
 - Editing of the news story (take audio, visual, and other elements) to create a final story.
 - Coordinate to establish microwave/satellite remote live shots: conduct land survey (power lines, roadways, pedestrians), coordinate with microwave receive personnel to tune-in to location. Set up lighting, audio for the talent live shot.
 - Work with social media team daily to post and stream breaking news/current stories on Facebook, Twitter , Instagram and broadcast live app "Live U".
 - Special Projects Unit: working with the Investigation unit, conduct Undercover shoots, Health, Consumer unit, logging interviews, shoot and producing hour show specials (Flint Water Specials, Opioids Nation, Dateline Detroit, North American International Auto show), conduct interviews, Multiple camera shoots, Product Production shooting.
- **JUNE 2005 – SEPTEMBER 2012**
- **NEWS PHOTOJOURNALIST/ EDITOR** WJRT ABC 12 (ABC AFFILIATE)
- Morning Editor: Coordinate with show producer to edit video content for the newscast
- News Photographers: work one-on-one with reporters daily to construct news stories. Edit stories in the field. Produce Eng. Microwave Live shots to air talent to the market viewers. Use multiple light kits to properly light talent. Use proper audio equipment, which allows for quality sound for each broadcast.
- Pitch news stories in daily meeting.
- Interact with various member of the community through email, tele-communications. For example, I have developed professional relationships with

local emergency authorities and multiple economics/social background viewers to illustrate a story.

- Work under tight deadlines to accomplish assigned and additional required tasks.
- Work in team and professional environment where we were able to produce required content.

- **MARCH 2002 – JUNE 2005**

- **PHOTOJOURNALIST/ EDITOR/ STUDIO CAMERA OPERATOR,**
- WEYI NBC 25 (NBC AFFILIATE)

- **Studio Camera Operator:** Organize studio equipment (cameras, lights and audio) to prepared for talent in show newscast.
- **Floor director:** Read show rundown and distribute scripts. directs Anchors during newscast on which camera is live and upcoming stories in the show.
- **Editor:** Edit video content In-House for each news cast. Work with each show producer to align each story script.
- Research and pitch stories in daily meeting.
- **Photojournalist:** Mastered the understanding of Emergency Scanner Information. Performed multiple tasks -- Breaking News, Show Pacers, multiple different high schools sports within the state of Michigan, shoot college sports. Work with reporter to produce news stories for the newscast.

-

- **SPECIAL EVENT COVERAGE (CAREER)**

- 2017 Presidential Inauguration of Donald Trump
- 2017 Woman's March on Washington, Washington, D.C.
- 2016 coverage of Pulse Night Club Shooting in Orlando
- Coverage of "Freddie Grey" Protest Baltimore, Maryland
- Consumer Electronic Show, Las Vegas NV
- 2008 Presidential Inauguration of United States President Barack Obama
- State and Local Campaign coverage's
- National American International Auto Show
- 2004 Ryder Cup
- America's Thanksgiving Parade
- Buick Open PGA Golf Tour

- Coverage of all Major sports (NBA, NHL, MLB, NFL)

- **AWARDS**

- 2018 NATAS EMMY NOMINATION
- 2017 NATAS Emmy Award Winner – Light Feature News

- 10 National Academy of Television of Arts and Science Emmy nominations (Michigan Chapter)
 - Military (nominated 2016)
 - suicidal concerns/news features (nominated 2015)
- suicidal concerns/program special (nominated 2016)
- continuing coverage (nominated 2016)
- health science program/special (nominated 2016)
- Promo Single Image (nominated 2018)
- Sports features (nominated 2018)
- Environmental (nominated 2018)
- News feature (nominated 2018)
- Education/ Schools

- 2016 Edward R. Murrow Award - Continuing Coverage “Macomb County Jail Death”
- 2017 Edward R. Murrow Award - Continuing Coverage “Flint Water Crisis”
- 2013 Michigan Association of Broadcasters Photojournalist of the year (market 1)
- 2014 Michigan Association of Broadcasters Merit Award - Feature Category
- 2015 Michigan Association of Broadcasters - Broadcast Excellent Award, Investigation
- 2017 Michigan Association of Broadcasters - Continuing coverage
- 2015 Michigan Association of Broadcasters – Mini-series or Documentary

- **EQUIPMENT**

- Operation of SEng. Satellite Truck
- Operation of Eng. live Truck
- DLSR Canon 70D / 80D camera
- Sony PMV 350 XD camera
- Canon C200 cinematic camera
- Sony PXW-FS7
- Aurora Grass Valley editing system
- Edius editing system
- I News workstation
- Go Pro’s/ Undercover camera equipment
- Sony Beta SX camera
- Grass Valley News Edit system
- Grass Valley Aurora Editing system
- lighting kits

- ENPS
- Adobe Premiere Editing system

- **EDUCATION**

- **JANUARY, 2018**
- **BACHELOR OF SCIENCE IN COMMUNICATIONS,**
- PURDUE UNIVERSITY GLOBAL

- **AUGUST, 2001**
- **VIDEO BROADCASTING,**
- SPECS HOWARD SCHOOL OF BROADCAST ARTS

-

- **Professional Organizations:**

- **Community Action 2011 to 2014**
- **Board Member / Media Relations**

- **NATAS-MI Board of Governor, Treasurer (2018-Present)**

- **Board of Governor:**

- We conduct monthly meeting to help advance the arts and sciences of television and to foster creative leadership in the television industry for artistic, cultural, educational and technical progress
- Put on the Emmy award banquet to recognize the outstanding achievements in the television industry by conferring awards of merit as an incentive for achievement within the industry and as a means of focusing public attention upon artistic, cultural, educational and technical progress
- We've established a, scholarships, grants, and other awards to provide to members, family and the community to further educations and training.
- While working on the social media committee we help publish and/or to disseminate publications relating to the arts and sciences of television in all social media platforms and websites.

- **National Association of Black Journalist – Flint/Saginaw**
- **Executive Board – 2nd Vice President – Broadcast**

- Flint Saginaw Association of Black Journalists mission is to connect with journalists and public relations professionals of color located in the Flint and Saginaw area, strengthen skills within the industry, and create outreach programs for future journalists
- Strengthening ties among black journalists;
- Sensitizing all media to the importance of fairness in the workplace for black journalists;
- Expanding job opportunities and recruiting activities for veteran, young and aspiring black journalists, while providing continued professional development and training;
- Increasing the number of black journalists in management positions and encouraging black journalists to become entrepreneurs;
- Fostering an exemplary group of professionals that honors excellence and outstanding achievements by black journalists, and outstanding achievement in the media industry as a whole, particularly when it comes to providing balanced coverage of the black community and society at large;
- Working with high schools and colleges to identify and encourage black students to become journalists, and to diversify faculties and related curriculum; and
- Providing informational and training services to the general public.
- **Board Member: *Community Action*** is an organization that focus on creating a zero tolerance for violence in the community. The Organization meet monthly with other area groups to focus on a common goal to complete by combining resources.

Community Action is comprised of people from the faith-based community, local businesses, non-profits, community-based organizations, city officials, leaders, and residents from the community.

- **Task Performed:** Various media Relations activities, Writing, Produce, directed, shoot and edit Original PSA's. Released multiple videos focus on the message of the organization.
- Manage the organization social media platforms/applications (Facebook, YouTube, Twitter).
- Contacted local media about event put on by Community Action for local coverage.

- **NPPA National Press Photographer Association**
- 2017- 18 Member

- **National Association of Black Journalist – Detroit Chapter**
- Member since 2016

- **International Cinematographers Guild Local 600**
- Member since 2012

- **Professional Activities:**
- *Public Relations / Video Productions 2008-present*

- **Naavah Media Productions, LLC**
- Owner of Naavah Media Productions, LLC
 - Produce commercials, corporate video, documentary, social media campaign and weddings.
 - Create customers visions on storyboards
 - Arrange the shooting, lighting, editing and sound
 - Manage company website and social media
 - Meet tight deadlines
 - Produce television shows
 - Public Relations
 - Write press releases
 - Create promotional material
 - Work with local media (television, radio)
 - Pitch customers events to segment producers, assignment editors, t.v. talent.
 - Create a story line for a event to fit the demographics of the medium.
 - Plan events
 - Connect with sponsors

- Developed professional relationships in the newsroom due to my understanding of how the stations are organized. the inside and outs of the workings of a newsroom.
- Manage several social media event pages
- Focus on Increasing the “likes” on different social media accounts/platforms
- Able to create social buzz about an event using social media accounts/platforms
- Managed several social media accounts
 - Community Action: Facebook, YouTube & twitter (community awareness/ created original content/ producing videos/ editing & distribution of videos)
- (2) Mt. Zion Baptist Church: Live feeds, FB & twitter (events/video)
- (3) Ron Wallace Jr. Football Camp: Facebook
- (4) Real Men Real Talk: Facebook
- (5) Hamady High School Marching Band: Facebook
- (6) Heart to Heart television show: YouTube & Facebook
- (7) National Academy of Television of Arts and Science: social media committee

- Current Projects:
- **Real Men Real Talk Conference** (2016-2019)
- Plan multi-day event
- Connected event with sponsors
- Pitched story and angles to news outlets
- Generated interest to be broadcast on news media
- spoke with segment producers, assignment editors, t.v. talent.
- Content research
- Manage social media for event
- Media coverage

- **Ron Wallace Jr Football camp** (2017-Present)
 - Assist with event planning
 - Build media packets
 - Write press releases
 - Pitch event to media outlets
 - Obtain media coverage
 - Manage social media and website
 - Shoot promotional video
 - Media consultant