

Sarah Birnbaum

Profile

Media Manager, Radio Reporter & Producer across NPR, BBC World Service, PRI, CBS News Network Radio, WGBH, WNYC ■ depth: pitching/writing/producing spots and features; booking/writing/producing/editing radio and TV talk show segments; managing programming/distribution/marketing ■ Massachusetts market depth: focused on politics, healthcare, housing, transportation, budget.

Core Competencies

International Freelance Reporting ■ *As a freelance reporter based in South Africa* for NPR and “The World” on BBC World Service pursued stories on student protests, discrimination, post-apartheid inequities and mining conflicts—*showcased on Boston Calling, a “best of” program from The World broadcast to 42 million listeners.*

Massachusetts News Specialty ■ *As the founder of “State House Broadcast”* interviewed top politicians/news makers then pitched, wrote, edited, and produced breaking news stories and in-depth features for WGBH Radio, New England Public Radio, WCAI Radio—to a weekly audience of one million listeners.

News Media Management ■ *At CBS News Network Radio,* led a joint venture strategy between CBS TV, CBS News.com, and CBS News Radio to turn *60 Minutes* into an podcast; managed programming, distribution, marketing, website development—*delivered #1 ranking on iTunes Top 10 Podcast List.*

Experience

PRI’s “The World”, Boston, MA **2017-present**

Producer/Reporter

Report stories, book guests, write host preps and interviews, write web stories.

- Pursue, write and edit global news stories—*for broadcast to three million weekly listeners in the U.S.*

FREELANCE REPORTER, NYC, Boston, Blacksburg, VA, Cape Town, South Africa **2008-present**

Engaged by NPR, BBC World Service, PRI’s “The World”, CBS News Network Radio, CBSNews.com; Guest appearances on PRI’s “The Takeaway”, WGBH TV, GreenStone Media Women’s Talk Radio—at *CBS News Network Radio recognized with 2008 RTNDA Award for Best Spot News Coverage.*

STATE HOUSE BROADCAST, Boston, MA **2010-2015**

A radio network providing features and daily spots about state politics to an average weekly audience of one million listeners.

Founder, State House & Political Reporter

Pitched, wrote, edited and produced breaking news stories and in-depth features, interviewed top politicians and news sources.

- Reported on air daily—*for WGBH Radio, New England Public Radio, WCAI Radio.*
- Reported on—*elections, healthcare, transportation, jobs, budget, technology, housing, terrorism.*

CBS NEWS NETWORK RADIO, New York, NY **2006-2008**

Executive Producer for New Media and Podcasting 2007-2008

Developed new podcasts and electronic media strategy for CBS Network radio and oversaw programming, distribution, marketing, and website development.

- Developed roadmap, rolled out, and managed a joint venture between CBS TV, CBS News.com, and CBS News Radio to turn *60 Minutes* into a podcast—*bringing it to #1 on iTunes Top 10 Podcast List.*

Desk Assistant 2006-2008

- Monitored breaking news, booked guests—*produced for newscast/ongoing coverage of Iraq War on 550 stations.*

WNYC Radio, New York, NY **2005-2006**

Studio 360 Intern, The Brian Lehrer Show Intern

- Wrote scripts, developed stories, booked guests, edited interviews.

Education

BA, Honors, Stanford University, Stanford, CA 2001-2005

Interdisciplinary Humanities/Modern Thought and Literature Program

Experience/Fine Arts

American Federation of Arts, Education Intern; Cantor Center for the Visual Arts, Student Curator;

Berkeley Museum of Visual Arts & Pacific Film Archive, Temporary Exhibits Intern;

Museum of the City of New York Costumes & Textiles Intern; Metro Silicon Valley, Art Critic Freelance

Languages/Skills

Languages: *French (professional working proficiency), Hebrew (elementary proficiency)*

Audio & Photo Editing: *Pro Tools, Audacity, Adobe Audition, Photoshop, Lightroom*

Web Development: *Content Management Systems, HTML (elementary proficiency)*