

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)*