

GEORGE RIVERA
173 East 120th Street
New York, New York 10035
917-492-1757
gr@digitallaundry.net

An Executive Producer, Director and creative force behind a wide range of quality media projects, from hyper-local to global and on broadcast, cable and public television; a visionary programming executive dedicated to telling the stories of communities large and small; an entrepreneur in Digital Media and forward-thinking strategic communications consultant; and a committed trainer for the next generation of broadcast journalists.

Professional Experience

DIGITAL LAUNDRY (<http://www.digitallaundry.net>)

Founder and CEO of a full-service communications company with a proud and distinguished record in the areas of news, documentary, image campaign, children's, music, and original dramatic programming. In addition to creative services, Digital Laundry also offers studio rentals, as well as analog-to-digital conversion and archiving. In addition to broadcast, public television and cable partners, corporate and not-for-profit clients include Pfizer, New York Presbyterian, SUNY, New York Public Library, New York Health and Hospitals Corporation, EmblemHealth, North Shore-LIJ Hospital System, Mount Sinai Medical Center, ArchCare, Organization of American States, Salvation Army, STAR TV (Turkey), and Manhattan Neighborhood Network.

A B C

- **Nightline** – Field Producer, largely for situations of armed conflict, including extended stays in Saudi Arabia, Bosnia, Liberia and Somalia
- **Primetime Specials** – Supervising Producer of **Black In White America** and **Prejudice: Answering Children's Questions** (with Peter Jennings), and **DC Divided City** (with Ted Koppel)

C B S

- **Documentaries** – Produced multiple Emmy award-winning specials about New York City.

N B C

- **Tito Puente: The King of Latin Music** – Executive Producer/Director of an award-winning tribute airing nationally over NBC & PBS stations
- **De La Salle** – Creator and Producer/Director of a children's drama, celebrating a school dedicated to educating underserved middle schoolers and featuring the voices of Edward James Olmos and Lynn Whitfield

PUBLIC TELEVISION

- **WNET** – Program Manager, News and Public Affairs
Oversaw the development, production and acquisition of national and local news programs, including election coverage, documentaries, and special series.

- **WGBH** – Producer/Director
Beginning as a consultant while in college, with Discover Technology, a Harvard-based team involved in crisis intervention in the Boston schools during court ordered busing to achieve desegregation, then as staff upon graduation. Became a Producer and/or Director of a variety of programs, from Rebo to the Boston Pops. Also designed a CPB-funded training grant for both technical & directing apprentices.
- [Imaging America](#) – Creator and Executive Producer of a PBS primetime newsmagazine series profiling American cities
- [NY Crossroads](#) – Creator and Executive Producer/Director of a PBS children’s series that used New York State as its virtual classroom (developed for the New York Lottery)
- [Latino New York Live](#) – Producer/Director of a series of televised concerts by legends of Latin Jazz

CABLE / SATELLITE

- [eHarlemTV](#) – Creator and Executive Producer of a current hyper-local series for and about the Harlem community (cable in Manhattan, Bronx, Brooklyn, Queens and satellite via FreeSpeechTV)
- **SATELLITE NEWS CHANNEL**, Stamford, Connecticut
Key member of start-up management team for 24-hour news channel: oversaw production design and directed telecasts. Soon after launch, the ABC-funded operation was acquired by Ted Turner.

IN DEVELOPMENT

- **The Montaukett Trial** – Creator and Executive Producer of a docudrama about the 1909 trial pitting the Montauk Tribe against the Long Island Railroad
- **El Barrio** – Creator, Executive Producer, and Co-Writer of a dramatic television series based in New York’s East Harlem community
- **Invisible Nation** – Executive Producer/Director of a documentary about poverty in America

Teaching

- **Long Island University** – Media Arts Department: Fundamentals of Television News
- **Columbia University** – School of Journalism: Fundamentals of Newsmagazine Reporting
- **Borough of Manhattan Community College (BMCC)** – Program design for Professional Video Instructional Training (PROVIT) initiative

Education

NYU STERN SCHOOL OF BUSINESS / MAYOR'S OFFICE OF MEDIA & ENTERTAINMENT

Completed Strategic Steps for Entrepreneurs Program (2012-2013)

HARVARD UNIVERSITY - BS, 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**

Bilingual fluency in both English and Spanish

Avid Cyclist, Photographer, Traveler and Chef