

# Shannon Ayala

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Multimedia journalist with more than a decade of experience in digital, print and broadcast reporting. Skilled in storytelling, writing and video production

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## EXPERIENCE

### CUNY Television (January 2014 - Present) — Producer

- Produced and edited segments for [DiverseCITY](#), a series that covered New York City's neighborhoods and ethnic enclaves. Typically produced lead segments; crafted a beat for myself focusing on city planning, housing and politics.
  - Some notable episodes and segments include:
    - [Port Morris, the South Bronx](#): Filled in as senior producer final episode; produced lead story and led a team of three other producers.
    - [Willets Point](#): Produced piece on last holdout auto-workers anticipating displacement and interviewed the council member behind the project that would displace the workers.
    - [Spuyten Duyvil](#): Produced lead segment on the failed preservation campaign for a beloved apartment house.
    - [Brooklyn Navy Yard](#): Interviewed the outgoing CEO of the Navy Yard and nearby tenant leader for a story on how the organization helps create jobs for public housing residents and formerly incarcerated people.
    - [Two Bridges](#): Produced lead segment on how local grassroots organizations were divided between community rezoning plans; interview with local Council Member carried over into second segment.
    - [Coney Island](#): Produced segment on how boardwalk businesses were struggling to survive the Covid-pandemic and a neighborhood rezoning.
    - [The Rockaways](#): Produced segment featuring reporter Marlene Peralta on a neighborhood divide over an affordable housing plan.
- Produced talk shows hosted by WNYC Journalist Brian Lehrer ([BrianLehrer.Tv](#), [POTUS 2016 with Brian Lehrer](#) and [Brian Talks New York](#))
  - Pitched segment ideas, wrote teleprompter-scripts and questions for host, booked and pre-interviewed guests, created graphics and videos.
  - Co-produced presidential election roundtable discussion series ([POTUS 2016](#)) that aired on about 100 local outlets from coast to coast.
    - Booked diverse guests and produced episodes that took deep dives on questions such as the [Latino vote](#).
  - Some notable segments:
    - Produced lead segment, "[What's Islam got to do with it?](#)" with Reza Aslan.
    - Produced piece on the [backstory of unrest in Ferguson, Missouri](#), and subsequently, "[Civil Rights: Old School/New School](#)" with Opal Tometi, cofounder of Black Lives Matter.
    - Pitched and led production on [Asylum and Immigration special](#).
- Co-Produced [Shades of U.S.](#), a series on race and identity
  - Pitched and produced on "[Neither Here Nor There: Indo-Caribbean Diaspora](#)," one of the station's most watched videos on YouTube.
  - Contributed to Emmy-nominated episode with [profile of author, Emily Raboteau](#).

- Other shows worked on include [Latinas](#), [Urban U](#) and [CUNY Town Hall](#).

### [District 26: A New York Election Story](#) (2023) — Producer, Editor

- Produced, filmed, and edited feature-length, independent documentary film on New York City's most crowded City Council primary race with 15 candidates on the ballot.
- Official Selection at the *Queens World Film Festival*; Finalist, *Manhattan Film Festival*; Semi-Finalist, *DUMBO Film Festival*

### Cuba Es Mi Patria: The Homeland I Keep Inside (2024) — Editor

- Official Selection at the *Hispanic International Film Festival*

### Freelance Reportage

- [“In Amazon’s Wake, Sunnyside Yards Master Plan Takes Shape,”](#) *City Limits*
- *Curbed New York*: Wrote several dozen pieces, including:
  - [“Upper East Side NIMBYs Do Not Want An Apple Store”](#) (picked up by *CBS News*)
  - [“Bronx Residents Disrupt Tour of Proposed ‘New Neighborhood’”](#) (Made the site’s top read list)
  - [“Why 57th Street is the Supertall Tower Mecca of New York”](#)
  - [“Hundreds Fret About Superscrapers’ Shadows As Extell Rebutts”](#)
- *New York Daily News*: Editorial Intern, summer 2013; pieces included:
  - [“Residents of Harding Park have cameras trained on illegal dumpers”](#) (picked up by *CBS News*)
- [“Local Architect Has ‘Vine Line’ Vision for West Side Highway,”](#) (a cover story) *The West Side Spirit*
- More freelance clips can be found on my [website](#)

### Independent Reportage

- *Corner of Astoria*: created neighborhood blog, e.g.:
  - [Interview with congressional candidate, Suraj Patel](#)
  - [“The enigma of the ‘lost coast of Queens’”](#)
  - [“A souvenir shop opens in industrial Long Island City”](#)
- *Medium*:
  - [“To Build a Neighborhood in Queens”](#)
  - [“Bed bugs: the untold horror story”](#) (A “Staff Pick”)

## EDUCATION

### The CUNY (Newmark) Graduate School of Journalism

M.A., 2013, Concentration in Urban Environmental Reporting; Multimedia Track

### The City College of New York

B.A., 2010, Creative Writing

Reported for *The Campus Paper* and *The Paper*